



**south ayrshire**  
health & social care  
partnership

# Strategic Plan 2021-31 2025 Refresh Engagement Report



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## Introduction

This report outlines the engagement activity that has taken place throughout the development of the refresh of South Ayrshire Health and Social Care Partnership's Strategic Plan 2021-31. A multifaceted approach to engagement was taken which included focus groups, online surveys and information sessions. Learning and feedback has also been incorporated from the development of other strategies over the past year to ensure we are reflecting as many views as possible into our strategic plan.

Targeted engagement took place from June 2024 until March 2025 and focused on people who use our services, staff, carers, the third sector, our stakeholder organisations and the wider public. Over the engagement period we have engaged with hundreds of people from ages 5 to 103 across all 6 localities in South Ayrshire.

## Engagement

In addition to the targeted engagement outlined below we have taken learning and feedback from other engagement we have carried out since the first iteration of the Strategic Plan came into place in 2021. We have valuable learning from the establishment of the Team Around the Locality Model, the Learning Disability Strategy, Ageing Well Strategy, the Independent Advocacy Plan, the Live Well Adult Mental Health Strategy and the Age Well Dementia Strategy.

Through engagement undertaken for these areas of work we know that people in South Ayrshire need us to work collaboratively with our partners to achieve the improved health and wellbeing outcomes we have set upon ourselves. With person centred care at the heart of our plan we look forward to working with our communities to achieve our ambitions.

## Community Planning Participation and Engagement Group

On the 26<sup>th</sup> of August the plans to refresh the HSCP Strategic Plan were taken to the Community Planning, Participation and Engagement Group. This group is held by Voluntary Action South Ayrshire (our third sector interface) and is multi agency group with membership spanning across the public and third sector. This was an opportunity to share the plan for engagement and link in with various services across South Ayrshire. We presented our plans to seven group members who then shared the information to their vast networks.

## Tier 1 Engagement Event

An engagement event was held at UWS in Ayr on the 29<sup>th</sup> of August to launch the formal consultation period for the Dementia and Adult Mental Health Strategies. We used this platform as an opportunity to link in with our third sector providers to provide an overview of the plans to refresh the Strategic Plan and to gather feedback on what was important to them. 48 people attended the event with presentations from 14 services across South Ayrshire.



The 14 organisations in attendance had the opportunity to ask and understand how their services fit into our strategic vision. The conversations generated were positive and highlighted the importance of communication and working together as we all aim to achieve a common goal together. This is highlighted in the Strategic Plan refresh. The organisations also took away our survey flyers in both physical and digital copies to share far and wide to ensure we gathered as much feedback as possible. This feedback is outlined in the survey responses.

## Participatory Budgeting Events

To engage with as many people as possible we linked in with the annual Participatory Budgeting (PB) events to engage with attendees. These events were held across all 6 localities and provided the opportunity to engage with almost 100 people.



We asked people at the events to take part in an awareness task. Two activities. Here people were presented with 3 questions:

- Have you heard of the Health and Social Care Partnership?
- Do you know what the Health and Social Care Partnership's Strategic Plan is?
- Do you know what the Health and Social Care Partnership's vision is?

To do this we gave each person 3 stickers to indicate their level of understanding. Following the sticker exercise conversations were held to help people understand what the HSCP is and to help us understand what they think is important to be included in the Strategic Plan.



## Troon and Villages

The Participatory Budgeting event in Troon took place on the 3<sup>rd</sup> of September 2024 and here we engaged with 24 people. Most people attending the Troon and Villages event told us that they had heard of the Partnership but few people knew about the Strategic Plan or the vision.



Question	Yes	No	Unsure
Have you heard of South Ayrshire's Health and Social Care Partnership?	16	7	1
Do you know what the Health and Social Care Partnership's Strategic Plan is?	3	17	5
Do you know what the Health and Social Care Partnership's vision is?	2	15	5

## Prestwick and Villages

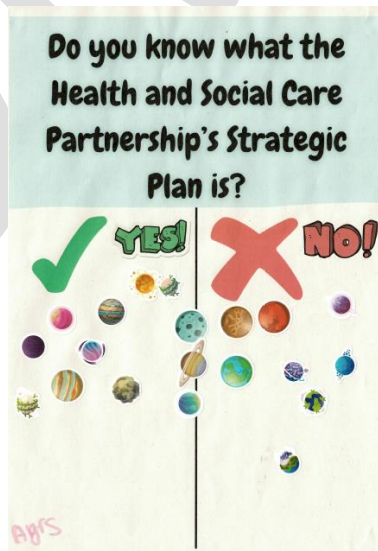
The Participatory Budgeting event in Prestwick took place on the 3<sup>rd</sup> of September and here we engaged with 11 people. Most people attending the Prestwick event told us that they had heard of the Partnership but less people knew about the Strategic Plan or the vision.



Question	Yes	No	Unsure
Have you heard of South Ayrshire's Health and Social Care Partnership?	8	3	0
Do you know what the Health and Social Care Partnership's Strategic Plan is?	3	7	1
Do you know what the Health and Social Care Partnership's vision is?	3	7	1

### Ayr South and Villages

The Participatory Budgeting event in Ayr took place on the 9<sup>th</sup> of September and here we engaged with 20 people. Most people attending the Ayr South and Villages event told us that they had heard of the Partnership, a number of people had also heard of the Strategic Plan and the vision.



Question	Yes	No	Unsure
Have you heard of South Ayrshire's Health and Social Care Partnership?	18	2	0
Do you know what the Health and Social Care Partnership's Strategic Plan is?	9	7	8
Do you know what the Health and Social Care Partnership's vision is?	9	10	1

### Maybole and North Carrick

The Participatory Budgeting event in Maybole took place on the 12<sup>th</sup> of September and here we engaged with 20 people. Most people attending the Maybole and North Carrick event told us that they had heard of the Partnership but few people knew about the Partnership's Strategic Plan or vision.



Question	Yes	No	Unsure
Have you heard of South Ayrshire's Health and Social Care Partnership?	12	7	1
Do you know what the Health and Social Care Partnership's Strategic Plan is?	3	17	0
Do you know what the Health and Social Care Partnership's vision is?	3	17	0

### Girvan and South Carrick

The Participatory Budgeting event in Girvan took place on the 26<sup>th</sup> of September and here we engaged with 10 people. Most people attending the Girvan and South Carrick event told us that they had heard of the Partnership but few people knew about the Partnership's Strategic Plan or vision.



Question	Yes	No	Unsure
Have you heard of South Ayrshire's Health and Social Care Partnership?	7	3	0
Do you know what the Health and Social Care Partnership's Strategic Plan is?	2	8	0
Do you know what the Health and Social Care Partnership's vision is?	8	1	1

### Ayr North

The Participatory Budgeting event in Ayr took place on the 1<sup>st</sup> of October and here we engaged with 11 people. Most people attending the Ayr North event told us that they had heard of the Partnership but few people knew about the Partnership's Strategic Plan or vision.



Question	Yes	No	Unsure
Have you heard of South Ayrshire's Health and Social Care Partnership?	9	2	0
Do you know what the Health and Social Care Partnership's Strategic Plan is?	3	8	0
Do you know what the Health and Social Care Partnership's vision is?	2	9	0

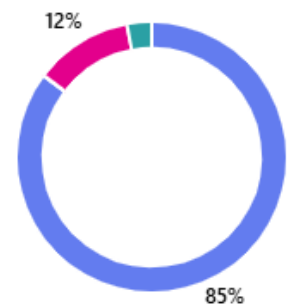
## Online Survey

A survey targeted at people living in South Ayrshire as well as staff and partners was developed to inform the plan. The survey aimed to gain an understanding of what people thought of our vision, values, strategic objectives and long term visions for health and social care in South Ayrshire.

The survey went live on the 29<sup>th</sup> of August and was available for just over 6 weeks with a closing date of the 11<sup>th</sup> of October. A total of 40 people responded to the survey.

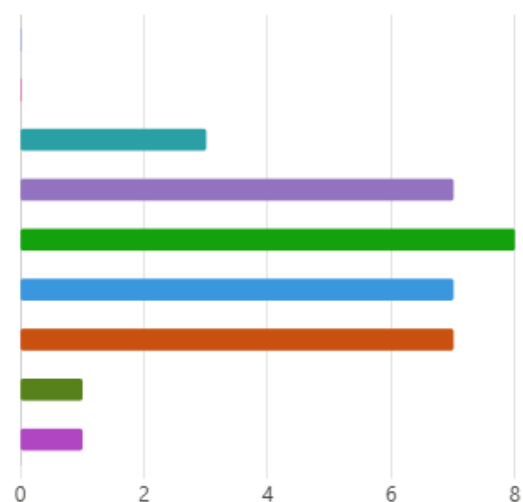
### 1. Which of the following best describes your gender identity?

● Female	29
● Male	4
● Non-binary	1
● Prefer not to say	0
● Other	0

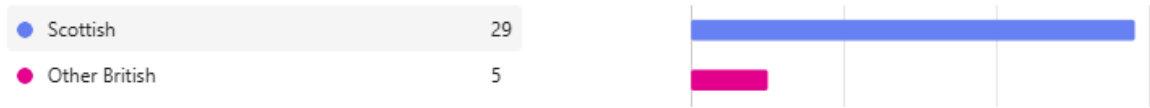


### 2. Which age group are you in?

● Under 16	0
● 16-24	0
● 25-34	3
● 35-44	7
● 45-54	8
● 55-64	7
● 65-74	7
● 75 or over	1
● Prefer not to say	1



3. What is your ethnic group?



4. Do you have a health condition, illness or disability which has lasted, or is expected to last at least 12 months?



5. Does your condition, illness or disability reduce your ability to carry out day to day activities?

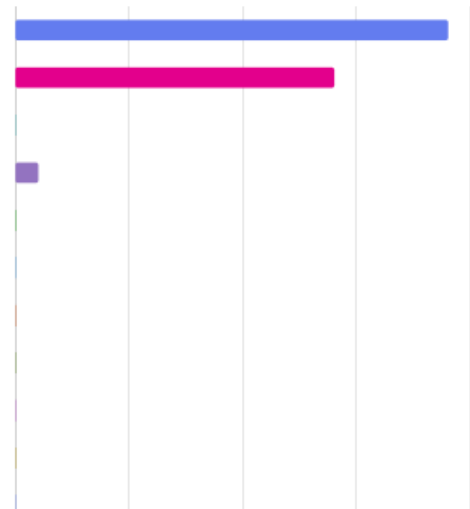


6. Which of the following best describes your sexual orientation?



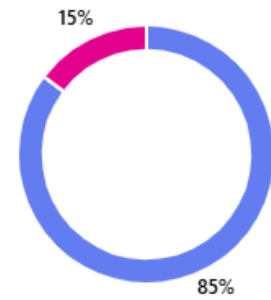
7. What religion, religious denomination or religious body do you belong to?

● No religion	19
● Church of Scotland	14
● Roman Catholic	0
● Other Christian	1
● Muslim	0
● Hindu	0
● Buddhist	0
● Sikh	0
● Jewish	0
● Pagan	0
● Other	0



8. Do you live in South Ayrshire?

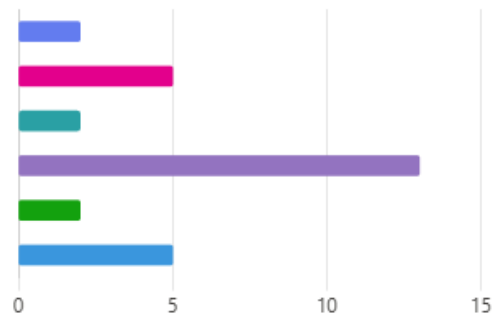
● Yes	29
● No	5



*'More*

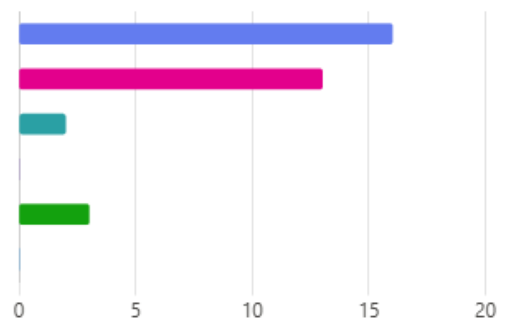
9. Which locality area do you live in?

● Troon and Villages	2
● Prestwick and Villages	5
● Ayr North	2
● Ayr South, Coynton and Villages	13
● Maybole and North Carrick	2
● Girvan and South Carrick	5



10. In which capacity are you completing this consultation?

● Member of the public	16
● Employee of South Ayrshire Council/ NHS Ayrshire and Arran (SAHSCP)	13
● Third Sector Representative	2
● Private Sector Representative	0
● Carer of someone who receives health/social care services in South Ayrshire	3
● Elected Representative	0



11. Do you think the vision 'Empowering our communities to start well, live well and age well.' Remains fit for purpose?



12. Please explain your reasoning.

'Yes I think it fits well due to the aging population in South Ayrshire.'

'It's what is needed.. should be the vision'

'Relevant to everyone, regardless of age and health/wellbeing.'

'Yes we need more support to be able to work and be healthy'

'I think the vision is fantastic but the carrying out is tricky'

'The vision is broad and ambitious'

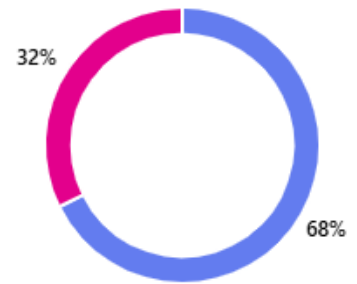


13. To what extent do you agree we are achieving our vision?



14. Do you think our values remain fit for purpose?

● Yes 23  
● No 11



15. Please explain your reasoning.

'Being open is very important along with honesty and clear expectations of services. Therefore supporting service users with the right information empower them'

'I think it needs to be clear and concise and that is what these values are.'

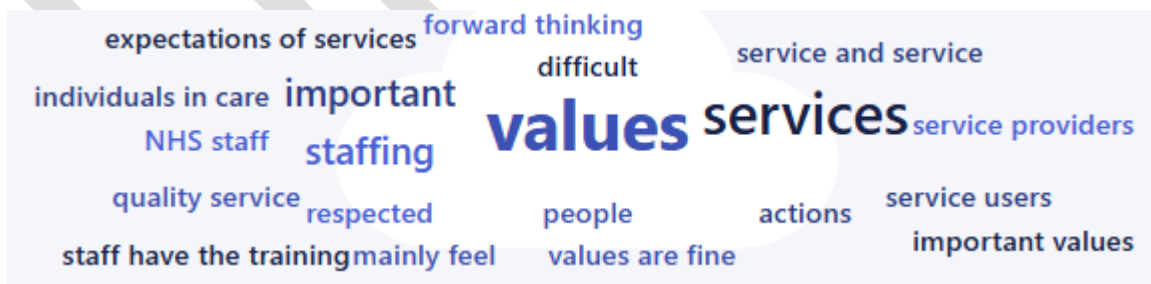
' These are the values that should be adhered to, but also should be evident in their actions. Unfortunately not always the case.'

'Necessary to recognise the contribution individuals can make to own and others wellbeing - and support this'

'I think sometimes there is long wait times and pressures on services though that we don't always deliver on compassionate care, but feel this is very important. Being open and honest about what we can deliver is important.'

'They are ambitious and forward thinking'

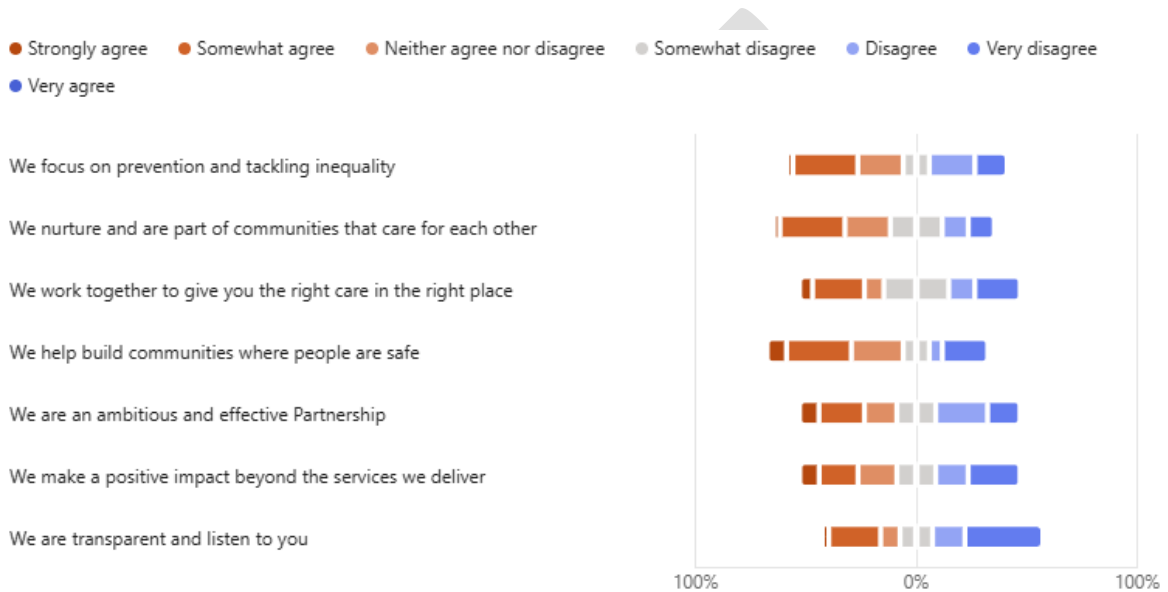
'They are the important values'



16. To what extent do you think we are demonstrating our values?



17. To what extent do you think we are achieving our objectives?



18. Do you think these objectives remain fit for purpose?



19. Please explain your reasoning.

'I think we need to be doing more, get back to basics, sometimes you cannot even get people to communicate with you when you work for the council so I can only imagine how members of the public feel. People should take pride in their jobs and we need to focus on prevention work rather than cure/crisis intervention.'

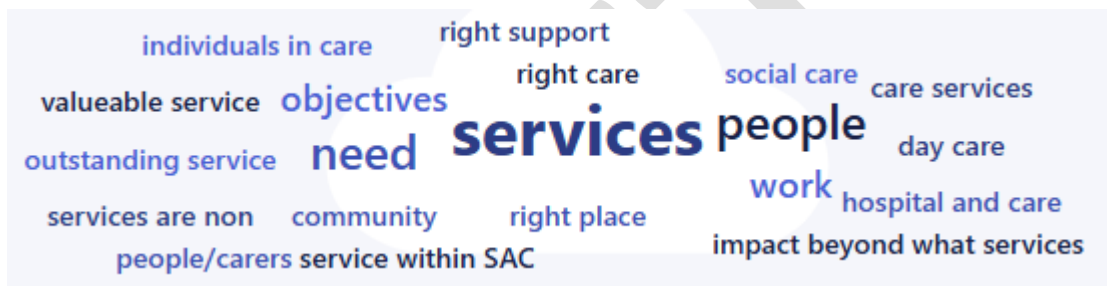
'I think the objectives are inclusive and would be amazing if they could be achieved.'

'There has been alot of work trying to give people the right support in the community to keep them safe and confident at home for as long as possible, and trying to put things in place before crisis point'

'They are broad and inclusive'

'I feel they are important objectives that should continue to be used'

'I think we still have a way to go to improve the services people receive and to work on eliminating the postcode lottery that people currently experience.'



20. Do you know what the Wellbeing Pledge is?

- Yes 20
- No 14



21. How can we further promote the Wellbeing Pledge?

'I think just continue the work that is being done, a presence at team meetings, community meetings and online forums.'

'Interactive Teams sessions, lots of information coming through via emails and becomes difficult to prioritise what is most important to read.'

'I only know about it through being an employee of SAC. My family members are residents of SAC and pay large council tax bills and have never heard of this. We need to advertise this pledge all over the area and encourage participation in all aspects of engagements.'

‘By continuing to support staff to promote and stick to our part of the pledge and encouraging others to stick to theirs.’

‘More engagement with community councils and community groups’

‘Regular inclusions in staff bulletins’



## Consultation

Following a period of engagement to inform the Plan a Draft Plan was written to share for consultation and further comment/changes.

## Locality Planning Partnerships

Over the consultation period the Locality Planning Partnerships (LPPs) were presented with our Draft Strategic Plan to comment on and provide improvements or additions we could make. This outlook allowed us to reflect on the South Ayrshire wide Plan at a more localised level. In total we engaged with over 60 people across the 6 meetings.

The LPPs fed back that they were delighted with the contents of the plan and were encouraged by the spotlight on the Team Around the Locality Model. They agree that the move towards a more localised way of working will achieve improved outcomes for the people of South Ayrshire.

## Care Home Forum

On the 16<sup>th</sup> of January 2025 we attended the Care Home forum to give an overview of the draft Strategic Plan and the route than was taken to get there. The group highlighted the importance of collaborative working and were encouraged to see this was highlighted in the Plan. The group had no further comments or wished to amend.

## Ageing Well Board

Throughout the engagement period we attended the Ageing Well Board. The group fed back that they were encouraged to see the links to other plans and strategies at both a local and national level, in particular the Ageing Well Strategy. The Board highlighted the importance of bringing together the plethora of work happening across the Partnership into one centralised, overarching Plan.

## Third Sector Health and Wellbeing Forum

On 12<sup>th</sup> of February we attended the Third Sector Health and Wellbeing Forum at VASA. The Forum is a group that is run by VASA and meets every two months to ensure the Third Sector's voice is heard by strategic partners.

This group acknowledges that all Strategic Objectives were integral to achieve improved outcomes for people in South Ayrshire but they highlighted early intervention and prevention in particular.

## NHS Ayrshire and Arran's Transformation and Sustainability Directorate

NHS Ayrshire and Arran's Transformation and Sustainability Directorate provided detailed feedback around the inclusion of Caring for Ayrshire in the Strategic Plan. They provided additional information to include in the plan around Caring for Ayrshire and how the programme links with other services in South Ayrshire. The feedback also clarified where Caring for Ayrshire fits within the local and national picture at a strategic level.

## League of Champions

In February the League of Champions looked at the draft of the strategic Plan to provide us with valuable feedback. The League of Champions is a space for adults with learning disabilities to come together to support each other and champion the right of people living with learning disabilities.

The group took time to go through each strategic objective and provided the following detailed feedback.

Objective 1 – the group liked that “preventing and tackling inequality” was the first Objective. One person said that it should be “tackling and preventing inequality” and said that you can only prevent inequality if you tackle it first. The group were able to give good examples of where people have made assumptions about their learning disability and the importance of seeing them as “just people the same as you”.

Objective 2 – the group spent time reflecting on this and what it means to be part of a community that care for each other. The group felt that the League of Champions is a good example of this, being a voice for people whose voices are not often heard. Looking out for friends, talking about worries in the League of Champions.

Objective 3 – we work together to give you the right care in the right place. The group had good examples of where they have had negative experiences of care being provided to them where they haven’t felt involved in decisions or had choices. Several people in the group were able to give excellent examples of where they have worked with their service Provider and where they have been listened to and involved in planning their supports. When this happens, people feel their support is right for them.

Objective 4 – we help build community where people are safe – the group spoke about what they can do to keep themselves safe and times where they have encouraged others to get help when they need it. The group are inviting PC McGarva Community Police along to a future League of Champions meeting.

Objective 5 – ambitious and effective partnership – the group struggled to get this concept, but in further discussion a few said that this was like “thinking ahead and doing what you say you are going to do” “working together” and “listening to each other”.

Objective 6 – we are transparent and listen to you – one person in the group said it would have been good if this was objective 1 because it is so important to feel listened to.

## QR Feedback

We also circulated the draft to a wide range of people set out below. From this we received positive feedback appreciating the work that has gone into the plan as well as a few suggestions on how to improve wording. These were considered and incorporated into the plan.

- All HSCP Staff
- VASA
- Newsletter
- Social Media
- Website
- South Ayrshire Community Planning Partnership
- NHS Communications Team
- Carers
- LPPs



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