

<b>Meeting of South Ayrshire Health and Social Care Partnership</b>	<b>Performance and Audit Committee</b>
<b>Held on:</b>	<b>4<sup>th</sup> November 2025</b>
<b>Agenda Item:</b>	<b>8</b>
<b>Title:</b>	<b>Communications Strategy 2024 – 2029 - update</b>
<b>Summary:</b>	
<p>The purpose of this report is to provide the Performance and Audit Committee with an update on the progress of the implementation of the South Ayrshire HSCP Communications Strategy which covers the period 2024-29.</p>	
<b>Author:</b>	<b>Kirsty Pyper, Planning and Performance Officer (Communications)</b>
<b>Recommendations:</b>	
<p><b>It is recommended that the Performance and Audit Committee</b></p> <ul style="list-style-type: none"> <li><b>i. Note the progress made in delivering the Strategy;</b></li> <li><b>ii. Note the updated action plan at Appendix 1;</b></li> <li><b>iii. Provide comment on future delivery of the Strategy.</b></li> </ul>	
<b>Route to meeting:</b>	
<p>This is the first annual progress report to the Performance and Audit Committee following approval of the Communications Strategy by the Integration Joint Board on 12<sup>th</sup> June 2024.</p>	
<b>Implications:</b>	
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 2024-2029 - UPDATE

### 1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to provide an update to the Performance and Audit Committee on the progress of the South Ayrshire HSCP Communications Strategy 2024-29.

### 2. RECOMMENDATION

#### **2.1 It is recommended that the Performance and Audit Committee:**

- i. Note the progress made in delivering the Strategy;**
- ii. Note the updated action plan at Appendix 1;**
- iii. Provide comment on future delivery of the Strategy.**

### 3. BACKGROUND INFORMATION

- 3.1 During the development process an initial draft of the strategy content was taken to the HSCP Senior Management Team (SMT) for comment and input on Thursday 25 March 2024.
- 3.2 There was input sought from the Communications Team within South Ayrshire Council who had 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.
- 3.3 The HSCP Communications Officer met with the Pan Ayrshire Communications group (as chair) on Thursday 21<sup>st</sup> March 2024. Comments and input were sought from all parties to ensure alignment with the other organisations strategies.
- 3.4 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 15<sup>th</sup> March 2024.
- 3.5 Feedback from this survey has been used to further develop the content of the Strategy, in particular looking at the Action Plan. A full analysis has been carried out and this is incorporated in the strategy document.
- 3.6 The Communications Strategy 2024-28 was approved at IJB on 12 June 2024 with agreement for the date of this strategy to be updated to 2024-29 to allow for consistency with similar strategies such as the Digital Strategy which was approved on the same date.

- 3.7 It was agreed that this strategy would be reported annually to PAC with a follow up report to other groups as required.
- 3.8 Due to delays in PAC attendance this report will cover data gathered between the period of October 2024 – October 2025. Further updates will be provided annually from this date to allow for clear comparisons for data.

#### 4. REPORT

- 4.1 Since the Communications Strategy was approved by IJB in June 2024, progress has been made against the actions set out in the associated action plan (**Appendix 1**). In keeping with HSCP practice, these actions are monitored using the performance management system (Pentana).
- 4.2 A summary position is provided in the table below to highlight the number of actions within each status area:

Status	Number
✔ Completed	2
🛑 On Hold	0
▶ On Target	8
⚠ Showing Some Concerns	0
🛑 Not on Target	0
🕒 Not Due to Start	0

- 4.3 The Performance and Audit Committee may wish to note the following highlights, under each of the strategy’s workstreams: Raising Awareness; Communicating with our whole community; Working together to improve access to services and support; and Celebrating success and sharing good practice.

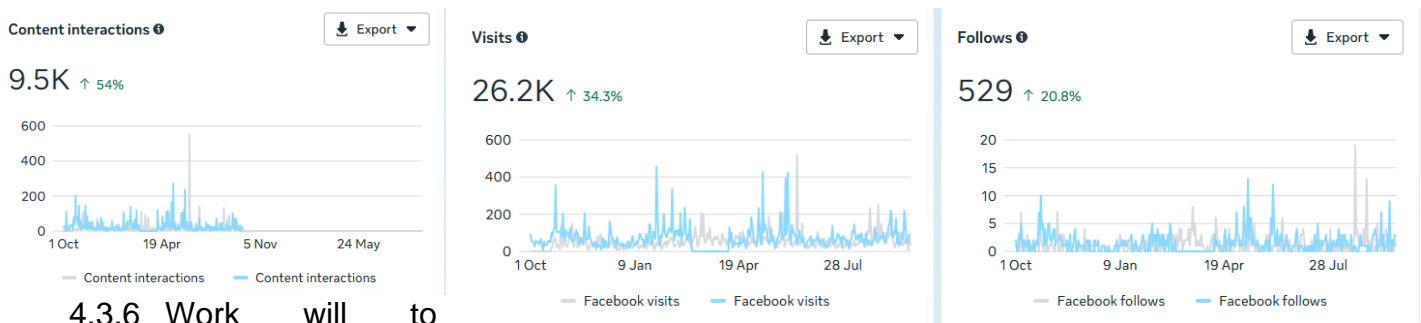
##### 4.3.1 Raising Awareness:

- 4.3.2 Communications has put great effort into raising awareness of activities taking place within the South Ayrshire Health and Social Care Partnership. Proactive press releases have significantly grown to both raise awareness of the organisation as well as to showcase good news stories from our teams. In this reporting period (October 2024-25) we have produced 22 proactive press releases compared to 14 from October 2023-24.

- 4.3.3 In line with partner organisations and national approach it was decided to step away from use of the platform X (formally Twitter). We have continued to host this account; however, this will only be used to highlight crisis communications in the event of an emergency. Other than this, the account will only redirect to our other social media platforms for updates. This is line with the approach taken by South Ayrshire Council.

4.3.4 In response to the above change of use, we agreed to pilot a new social media platform, the launch of a new Instagram account. This allowed our accounts to be managed using a single platform (Meta), allowed us to target a younger average target audience and also complied with approved sites in line with South Ayrshire Council IT Security protocols (Tiktok and Bluesky not currently approved for business use).

4.3.5 Facebook has seen a steady increase in engagement. In the period Oct 2024 – 2025 the account has seen a 20% increase in followers, 34.3% increase in visits and 54% increase in interactions.



4.3.6 Work will to continue to increase engagement of our new Instagram account to replace loss of engagement with the discontinued use of our X account.

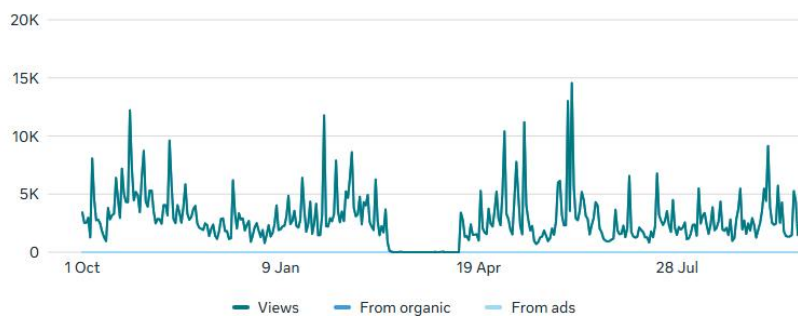
4.3.7 Our Digital Systems Assistant has been in post since June 2024 and has been working with teams to update our public website to ensure all pages are accurate, engaging and easy to navigate. To date, 64 existing webpages have been reviewed and updated and 70 new webpages have been created where there have been gaps. Currently there are 8 are under review and 23 are due for review.

4.3.8 Our public website landing page has also been refreshed to also improve navigation and to be more interactive with features such as our top stories carousel.

4.3.9 Our social media posts have been streamlined to remove excess national posting and placing a focus on our local content specific to SA HSCP activity. This is both to reach our priority area of raising awareness as well as to boost engagement rates as local information on average has the highest engagement rate of all items we post.

4.3.10 Of our top 10 interactions for this reporting period 9 were locally produced posts specific to the SA HSCP. A snapshot below shows the top 5 page interactions and relevant data for activity:

Views **1M** 3-second views **9.2K** ↑ 90% 1-minute views **512** ↑ 378.5% Content interactions **9.5K** ↑ 54% Watch time **2d 4h** ↑ 150.4%



**Views breakdown**  
1 Oct 2024 - 30 Sep 2025

**Total**  
**1,009,736**

**From organic**  
**1,009,736**

**From ads**  
**0**

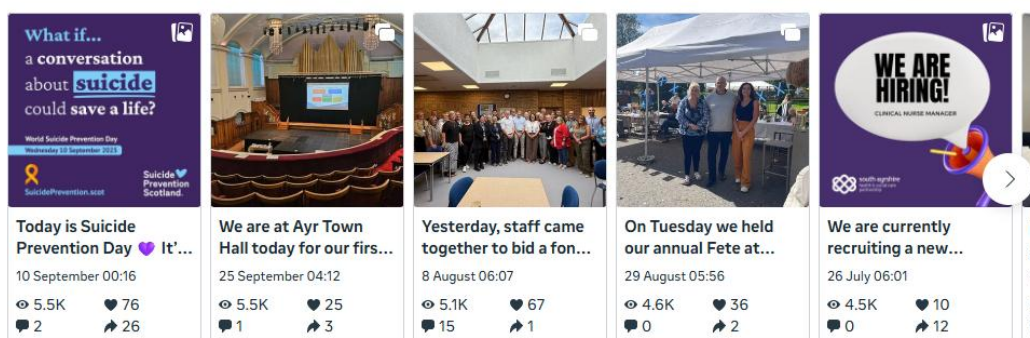
**Viewers**

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**Top content by views**

Boost content

See all content



#### 4.4 Communicating with our whole community:

- 4.4.1 Initial steps have been taken to ensure accessibility standards are ensured for key documents such as our strategies and annual reports.
- 4.4.2 There is formal training on accessibility being sourced to upskill teams.
- 4.4.3 All strategies are hosted on our public website alongside any additional documentation such as Integrated Impact Assessments and alternative versions. At time of publication these strategies are shared through our social media accounts, newsletters and shared directly with linked partners for further distribution.
- 4.4.4 New strategies and Policies are also shared as part of the Pan Ayrshire Communications network.
- 4.4.5 Any consultation work being undertaken by the HSCP is also shared through all channels and included in the Connect South Ayrshire “Have Your Say” section for the public.

#### 4.5 Working together to improve access to services and support:

- 4.5.1 Connect South Ayrshire website has now been launched with support from Communications Team. This site will be managed by Voluntary Action South

Ayrshire (VASA) going forward. We will provide continued support as part of business as usual for the implementation group.

4.5.2 The promotion of Connect, including website, telephone line and community hubs has been supported by SA HSCP communications who now sit within the sub-group for communications and engagement. Final agreement of the draft action plan has been agreed to allow for regular approved content to be shared by all relevant parties. This action should be complete by the next reporting period.

4.5.3 SA HSCP continues to be represented within the Pan Ayrshire Communications network. This is made up of communications reps from NHS Ayrshire and Arran, Police Scotland, Fire and Rescue, Ambulance, all three HSCP areas as well as newly recruited engagement leads and third sector representatives. This network allows key partners to work together to support campaigns and projects.

#### **4.6 Celebrating success and sharing good practice:**

4.6.1 The third Wellbeing Pledge Showcase event took place on 3<sup>rd</sup> June 2025. This event took place in Maybole as part of the agreed rotating location of this event. The event was led by Stewart Marshall as Senior Manager for this locality. The event received great feedback and has been agreed to continue into 2026 with the next event due to take place in Ayr. This event will continue to be led by the senior manager of the locality with support from the communications team as business as usual. An initial planning meeting will take place at the end of October 2025.

4.6.2 SA HSCP has been recognised for a number of awards and recognition for work including our Ageing Well Movement, our work with Young Carers and our Frailty initiatives. Both local and national recognition has been received which includes a spotlight feature by the Scottish Government, APSE Awards, and Ayrshire Achieves awards.

4.6.3 A new Sharepoint platform has been created for the SA HSCP which includes key documentation and signposting as well as a repository for case study videos which were created to showcase items such as the work of Social Work, Justice, Power of Attorney and Nursing to help raise awareness and recognition for our teams.

## **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 was undertaken on this strategy when it was developed. This is included within the website page for the Strategy.

### **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 implemented.

## **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 15<sup>th</sup> 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.

## **APPENDICES**

*Appendix 1 – Communications Strategy 2024 - 2029*

## **BACKGROUND**

*N/A*

## **REPORT AUTHOR AND PERSON TO CONTACT**

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***27<sup>th</sup> October 2025***