

Meeting of South Ayrshire Health and Social Care Partnership	Integration Joint Board		
Held on:	13th May 2026		
Agenda item:	7		
Title:	South Ayrshire Engagement Strategy 2026-2030		
Summary:			
The purpose of this report is to provide seek approval of the renewed South Ayrshire Engagement Strategy 2026-2030.			
Author:	Rebecca Hunter – Planning and Performance Officer		
It is recommended that the Integration Joint Board:			
<p>I. Approve the South Ayrshire Engagement Strategy 2026-2030 and its accompanying Toolkit and Delivery Plan.</p>			
Route to meeting:			
There have been a number of previous conversations and thinking in relation to the development of the renewed Engagement Strategy. The Previous Strategy was launched in 2017, and the new plan reflects the positive approach to engagement that South Ayrshire Health and Social Care Partnership has made since then.			
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 checked="" type="checkbox"/>
		ICT	<input type="checkbox"/>

SOUTH AYRSHIRE DEMENTIA STRATEGY

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to seek approval from the Integration Joint Board of the renewed South Ayrshire HSCP Engagement Strategy 2026-2030.

2. RECOMMENDATION

2.1 It is recommended that the Integration Joint Board:

- I. Approve the South Ayrshire HSCP Engagement Strategy 2026-2030 and the accompanying Toolkit and Delivery Plan.**

3. BACKGROUND INFORMATION

- 3.1 The Community Empowerment (Scotland) Act, 2015 empowers local communities and individuals in a number of different ways, but particularly by strengthening their voices in the decision-making process. The Health and Social Care Partnerships are required to engage with local communities, identified as suffering from deprivation to produce an action plan to address inequalities in the area.
- 3.2 The Integration Joint Board has adopted the National Standard for Community Engagement as part of its previous Participation and Engagement Strategy. These standards are still used across Scotland for partners to adopt and integrate into services and will continue to shape the new strategy.
- 3.3 The existing Engagement Strategy was agreed by the IJB in 2017 in line with the Public Bodies (Joint Working) Act (Scotland) which set out the requirements to carry out good community engagement.
- 3.4 During the strategic development of the Communications Strategy (2024-2029) it was agreed that a separate Engagement Strategy would be developed when the time was right.
- 3.5 Early conversations around a new Engagement Strategy begun to take place and through the development of a number of strategies between 2023-2025 themes were identified that related to how the HSCP carry out community engagement.
- 3.6 Important for consideration within this report is that during the life cycle of the current strategy there has been several changes to the Planning and Performance Team, including the reduction of Planning and Performance Officers that carry out strategy development. During the Adult Social Work structure in 2024 there were also further changes to Planning and Performance due to the Engagement Officers moving from this department to now being line

managed by the Locality Senior Managers. As of such it was agreed that it is now the right time to progress with the development of the new Engagement Strategy.

- 3.7 Following the changes to Planning and Performance in 2024/25, continued joint working between Planning and Performance and the Engagement Officers has remained in place. Ongoing discussions around the development of a new Engagement Strategy remain during the development of other strategies and information and views were gathered in preparation of the new strategy being developed.

4. REPORT

- 4.1 The report below outlines our engagement approach taken to inform the South Ayrshire Dementia Strategy, summarises the content and outlines some proposed next steps. The appendices to the report are listed below.
- Appendix 1 – DRAFT South Ayrshire HSCP Engagement Strategy 2026-2030
 - Appendix 2 – DRAFT South Ayrshire HSCP Engagement Toolkit
 - Appendix 3 – DRAFT South Ayrshire HSCP Engagement Strategy 2026-2030 Engagement Report
 - Appendix 4 – Integrated Impact Assessment
- 4.2 The Strategy details:
- The purpose of engagement set in line with the national picture, and policy context,
 - Engagement principles,
 - Engagement in South Ayrshire,
 - South Ayrshire HSCP Vision for engagement,
 - Development of this Strategy and recent engagement activities,
 - Engagement aims, and;
 - Delivery Plan.
- 4.3 The Toolkit Details:
- Understanding what is community engagement,
 - Key principals,
 - Engagement checklist,
 - Engagement methods,
 - Evaluation engagement and its impact,
 - Resources, and;
 - FAQ's around engagement.

Engagement and development of the Strategy

- 4.4 To develop the Strategy an oversight group was established and met regularly. The oversight group included Planning and Performance and the three Engagement Officers. Significant engagement progresses have been

made between both services over the last several years and once approved Engagement Officers will drive the Strategy forward with support from Planning and Performance.

- 4.5 In preparing the Strategy the oversight group reviewed previously gathered information around engagement that had been feedback through the creation of other HSCP strategies and developments between 2023-2025. Through this a draft document was produced which had initial action points within a delivery plan based of key themes that had previously emerged that could then be built upon during the formal consultation period.
- 4.6 During early developments of this Strategy a timeframe of 2026-2030 was set to ensure a new plan can be refreshed inline with the Communications Strategy which life span is 2024-2029. These new plans will also inform a new IJB Strategic Plan in 2031 and will provide meaningful feedback around community views when this is developed.
- 4.7 Formal consultation took place between the 27th of January – 20th of March 2026. During this period over 370 people were engaged with through online methods (survey, social media posts and internal/external email communications), face to face at local groups, formal meetings, and attendance at events.
- 4.8 The key themes that emerged from the engagement exercise were:
- Consistent approaches to engagement;
 - Joined up working;
 - Continuous improvements; and
 - transparency.
- 4.9 The findings from the engagement exercise informed the Oversight Group in developing a full Delivery Plan. The final version of the strategy and its Delivery Plan were then shared out for final comments in April 2026.

Proposed Next Steps

- 4.10 With this report, the IJB are invited to agree the South Ayrshire HSCP Engagement Strategy 2026-2030 and its accompanying Toolkit. Once approved, the following steps will be undertaken:
- The Strategy will be launched by the HSCP;
 - Other formats of the Strategy will be developed such as easy read after appropriate staff training has taken place;
 - The Oversight Group will continue to meet quarterly to progress the Delivery Plan;
 - Review the Strategy at its mid-point to ensure delivery is taking place and reflect the national picture.
 - Reports will be presented to the Performance and Audit Committee on a six-monthly basis.

5 STRATEGIC CONTEXT

5.1 The Engagement Strategy aligns to the following strategic objectives set out in the Strategic Plan 2021-31:

- We nurture and are part of communities that care for each other
- We work together to give you the right care in the right place
- We help build communities where people are safe
- We are transparent and listen to you

5.2 The new Engagement Strategy is informed by the National Standards for Community Engagement.

6 IMPLICATIONS

6.1 Financial Implications

6.1.1 There are no financial implications to agreeing this report

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 integrated impact assessment has been undertaken on the completed draft plan.

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 were taken into close consideration as the Strategy was developed.

7 CONSULTATION AND PARTNERSHIP WORKING

7.1 This report was prepared in consultation with appropriate staff, partners and communities. Details on consultation and partnership approach are set out in Appendix 3.

8 RISK ASSESSMENT

8.1 There are no risks associated with agreeing this report.

APPENDICES

- Appendix 1- DRAFT South Ayrshire HSCP Engagement Strategy 2026 - 2030*
- Appendix 2 – South Ayrshire HSCP Engagement Strategy – Engagement Report*
- Appendix 3 – DRAFT South Ayrshire HSCP Engagement Toolkit*
- Appendix 4 – South Ayrshire HSCP Engagement Strategy 2026 -2030 IIA*

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