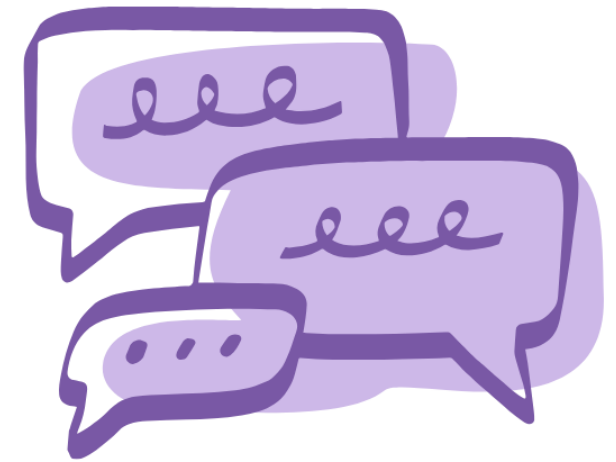




south ayrshire
health & social care
partnership

Engagement Strategy 2026-30

South Ayrshire Health and Social Care Partnership



Foreword

I am delighted to introduce the new Engagement Strategy 2026/30 for the South Ayrshire Health and Social Care Partnership (HSCP).

In South Ayrshire, we know how important it is to work closely with our communities when shaping and delivering services. Meaningful engagement helps us listen to people from all walks of life and ensures our services truly reflect what matters most to those who use them.

By engaging openly and consistently, we aim to build trust, strengthen relationships, and be transparent in how decisions are made. Our communities are central to everything we do, and this strategy reinforces that commitment.

This strategy, alongside its supporting toolkit, sets out our shared vision for the next four years. It builds on the excellent engagement already happening across South Ayrshire, while helping us explore new and innovative ways to connect with, involve, and learn from our communities.

We have set out clear ambitions to guide our work and help us measure progress over the coming years, always keeping local voices at the heart of our engagement.

Finally, I would like to thank everyone who contributed to the development of this strategy. I look forward to seeing our shared ambition turn into meaningful action over the next five years.



Mark Inglis
Director of Health and Social Care

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Purpose

South Ayrshire’s Health and Social Care Partnership (HSCP) is committed to ensuring people living in South Ayrshire receive the support they need to start well, live well and age well. To do this we must ensure we are listening to the people we serve to allow us to get services right.

This strategy is a body of work that is in place to celebrate the excellent collaborative work already happening in South Ayrshire as well as identifying areas for improvement and how we can best engage with our communities.

Through the vast range of engagement activities that take place we have heard that strategic documents are often perceived to be lengthy and inaccessible. We have listened to what you have told us and so this Engagement Strategy is intended to be a resource for anyone who wants to understand the commitment from the HSCP to improve how we engage and listen to our communities in South Ayrshire.

The strategic themes identified in this document have been developed in line with a range of community engagement that took place between 2024-2025. Through the different types of engagement, we have collated information, views and feedback to put together strategic themes and actions to support us in our journey to continue to enhance engagement within South Ayrshire.

Engagement Principles

We know that there is a wide policy landscape at both national and local level which influences how we carry out our engagement in consultation in South Ayrshire. [The Public Bodies \(Joint Working Act\) \(Scotland\) 2014](#) sets out our requirement to have this Engagement Strategy but also highlights that engagement must take place with communities to develop our Strategic Plan, and when other developments and service improvement changes are identified. We are committed to working closely with our partners and this Strategy is designed to sit alongside other Engagement Plans, for example those from South Ayrshire Council and NHS Ayrshire and Arran. We are also required under [The Community Empowerment \(Scotland\) Act 2015](#) to inform, consult, engage and empower people living in South Ayrshire to influence decisions affecting their lives.

[The National Standards for Community Engagement](#) is key to supporting these policies and sets out principles to guide good practice in community engagement. The standards tell us:

‘Community engagement is a way to build and sustain relationships between public services and community groups - helping them both to understand and take action on the needs or issues that communities experience.’

This outlines the importance of getting the engagement we do with communities right to ensure it is both meaningful and influential. There are seven National Standards in total, and these are shown in the image below. Each of the Standards include a short headline describing what each of the standards looks like in practice.



The National Standards for **Community Engagement**

The **Planning with People Community engagement and participation guidance** is a set of guidelines that outlines the responsibilities of NHS boards and local authorities to carry out community engagement when health and social care services are being planned.

The guidance promotes consistency, culture change, and true collaboration, while encouraging creativity and innovation, based on best practice. Effective community engagement must be relevant, meaningful and have a clearly defined focus.

The Planning with People Guidance advises that community engagement should be:

'A purposeful process that develops a working relationship between communities, community organisations and public and private bodies to help them to identify and act on community needs and ambitions. It involves respectful dialogue between everyone involved, aimed at improving understanding between them, and taking joint action to achieve positive change.'

More information on the policy context surrounding the principles we follow to undertake community engagement can be found below.

- [The Public Bodies \(Joint Working Act\) \(Scotland\) 2014](#)
- [The Community Empowerment \(Scotland\) Act 2015](#)
- [The National Standards for Community Engagement](#)
- [The Planning with People Community Engagement and Participation Guidance](#)

Engagement in South Ayrshire

Our first engagement strategy was launched in 2017 following the introduction of the Integration Joint Board (IJB) through the Public Bodies (Joint Working) Scotland Act 2014. The purpose of this first Engagement Strategy was to set out ambitions to enhance participation and engagement across South Ayrshire with local people, carers, communities, staff, and partner organisations in shaping Health and Social Care Services

While this strategy is written with South Ayrshire Health and Social Care Partnership staff in mind, it sits alongside and is complementary to South Ayrshire Council's Community Engagement Strategy Updated in 2025. It is anticipated that staff from the HSCP, may refer to the HSCP and the Council's Engagement Strategy's in their future reports and work with communities.

Ensuring the voices of people are heard in South Ayrshire is essential to the daily running of the HSCP and will always be a priority for the Partnership. We are proud of the engagement we carry out day in day out. Since the first Engagement Strategy was published in 2017, we have made significant progress to ensure every person in South Ayrshire has the opportunity to have their voice heard and to influence decision making. Some of the ways we engage with people and the different types of community engagement is set out below.

Locality Planning Partnerships

Locality Planning Partnerships (LPPs) are representative groups that lead the collation and understanding of local information and intelligence associated with health and wider outcomes to identify areas for local prioritisation to be addressed through partnership approaches from local statutory, voluntary, community, independent and other sectors together with local citizens.

The LPPs model is shaped by the [Wellbeing Pledge](#) and supports wider improvement programmes such as Caring for Ayrshire.

The LPPs are supported to make decisions on the deployment of discretionary budgets through participatory mechanisms to address local priorities.

The LPPs are enabled to influence wider statutory service services and resources to further address local issues and to address inequalities.

The LPPs significantly support the engagement and consultation needs of key Community Planning partners including South Ayrshire's Health and Social Care Partnership.

More information on the 6 LPPs can be found [here](#).



Ageing Well Champions Board

As part of South Ayrshire's commitment to becoming an age friendly community the Ageing Well Champions Board was created in 2023 supported by VASA.



This has grown and there are now three Boards located in Ayr, Girvan and Troon and have a combined membership of over 150 older people. These individual boards hold the Ageing Well Board to account and provide a feedback loop between the different boards to ensure views are represented. Members of each Champions Board can contribute their views on how we develop our local strategy but also raise issues along the way that we need to address.

The Chairs of the Champions Board attend regular monthly strategic planning meetings where they provide feedback on behalf of the boards so that their views and voices can be heard throughout the process.

League of Champions

The League of Champions is a group of people who have come together from across South Ayrshire to champion the rights of people living with a learning disability, made up of service users, family members and staff.

The league of champions was established in 2022 to help develop the Learning Disability Strategy 2022-27. The group continues to work with the HSCP to embed the principles of the

strategy into practice and to be a voice for people in South Ayrshire.

The group meets regularly and has important input to the development of strategic work taking place across the Partnership.

Champions for Change



Champions for Change (South Ayrshire's Champions Board) support young people with experience of care to work alongside those who make decisions about the care system. In this way, they are involved in the decisions that affect their own lives.

Champions Boards provide an empowering space for young people, elected members and key decision makers to come together, focussing on what works and what needs attention in their local area. Champions Boards build the capacity of young people to influence change, empower them by showing confidence in their abilities and potential, and give them the platform to flourish and grow.

The Champions Board approach is characterised by genuine relationships being formed between young people, staff, and Corporate Parents. The shift in culture from consultation to

participation, from 'doing to' to 'doing with' is key in a Champions Board approach.

Strategy Specific Engagement

Targeted engagement aligned with Strategy Development has significantly improved over the past few years in South Ayrshire. In addition to the development of the Champions Boards there has been a conscious effort to engage with more groups directly impacted by the outputs of Strategy work.

When developing the Dementia Strategy, we linked in with Alzheimer Scotland and Dementia Friendly Prestwick. This allowed us to engage with people with Dementia and their Carers. Without this targeted approach we may not have heard valuable feedback that was essential to the improvement work that came as a result of the Strategy.

The 'Ageing Well Movement' was a notable area of strategy development that changed the way as an organisation how we engage with our partners. The movement was overseen by the Health and Social Care Partnership, Community Planning Partnership and VASA. Coming together and working with the public to create a movement that has seen buy in from services, stakeholders and community members helped shape the movement and to integrate it across South Ayrshire. Moving forward from this strategy it remains important that through all engagement we are communicating and involving our partners to support engagement plans to ensure we are reaching the community groups intended.

This targeted engagement is part of our ongoing commitment to hear voices that may be harder to reach.

Types of Engagement

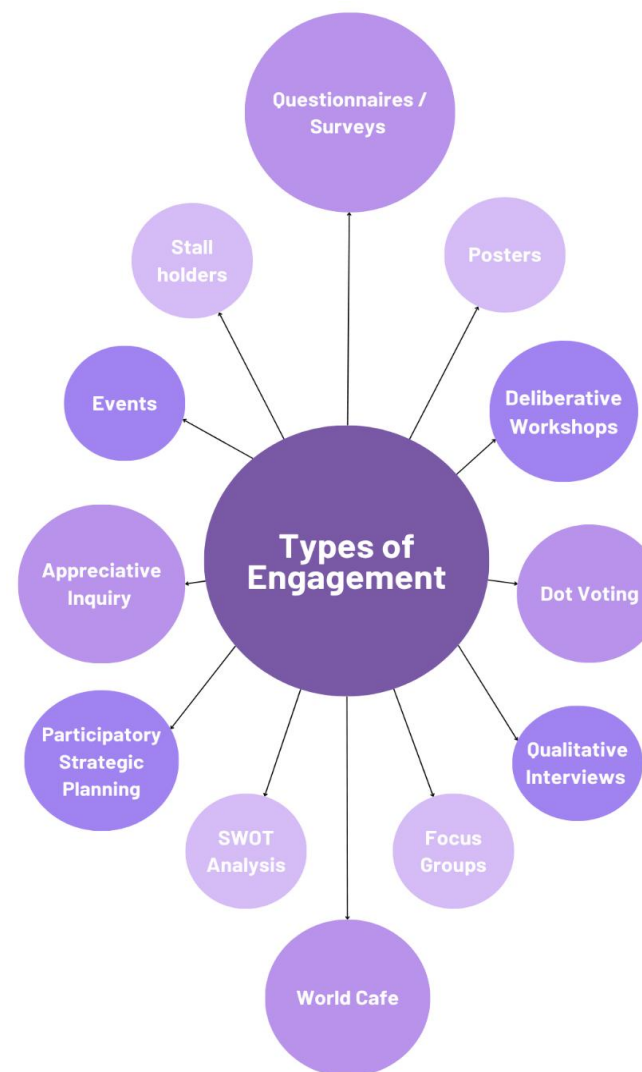
The type of engagement activities chosen will depend on the engagement plan that have been established and what is most suitable to reach the target audience. There are a range of different methods that can be used, and it is recommended that to ensure inclusivity that a range of mixed methods is used within engagement plans. These are a list of frequently used methods that have worked well within different projects for the HSCP however within the Engagement Toolkit staff will find more information on methods and helpful resources to support you to carry out engagement activities.

There are a vast range of community groups that regularly work with the HSCP to provide feedback and view on the different engagement plans that take place. Some of these groups include:

- Locality Planning Partnerships (LPPs).
- Community Councils.
- Sheltered housing units.
- Learning Disability groups.
- Alcohol and Drug Partnership groups.
- Cosy / chatty space groups.
- Unpaid carers support groups.
- Knit and natter groups.
- Champions Board.

- Men's Shed.
- Community garden groups.
- Community arts groups.
- Gala / Fun Days.

This is just a snapshot of the groups we engage with and through each engagement plan we look to increase the groups we are speaking to.



Our Vision

Through this Engagement Strategy we are building a picture that is much wider than just the HSCP. We value all stakeholders and aim to work collaboratively to ensure we are:

Empowering our communities to start well, live well and age well.

We know how important it is to listen to our communities to coproduce services and supports. Engagement and collaboration are crucial to ensure we get our services right and that is why this strategy sets out our commitment to ensure we realise our strategic objectives:

- **We are transparent and listen to you.**
- **We focus on prevention and tackling inequalities.**
- **We nurture and are part of communities that care of 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 an ambitious and effective partnership.**
- **We make positive impact beyond the services we deliver.**

We continue to build on the relationship between the Partnership and the community to empower people in South Ayrshire. We will embed our Wellbeing Pledge into our Engagement Strategy. This Pledge is an agreement between the Partnership and Community to work together to create a resilient South Ayrshire working towards a common goal.



Developing This Strategy

Within the Health and Social Care Partnership we have been developing our approach to engagement with our local communities and listening to the views of participants to help shape this strategy.

During 2024-2025 we developed several local strategies, and whilst we were focusing on specific strategy topics, we also included listening to how people wanted to be engaged with. Whilst there were many different engagement activities ongoing during the last year we also reflected and developed

ways to reduce engagement fatigue for the communities, which included joining up engagement across the HSCP and looking at different ways engagement activities could be carried out.

Over the last year we have worked together with partnership from the Third Sector, Voluntary Action South Ayrshire (VASA), The Community Planning Partnership, The Ageing Well Boards and many others to build strong networks so that engagement that the HSCP is undertaking is a joint approach and involves people and services that are in the heart of the community.

We have since gone on to form an oversight group that has been able to put together all the different engagement activities over that last year and identify key themes, deliverable actions based on what communities have told us and develop a toolkit for services carrying out engagement to follow.

Recent Engagement Activities

Here are just a few examples of engagement activities which have taken place and the approach taken to ensure we are involving our communities in the development of strategies, activities and programmes which aim to support health and wellbeing throughout South Ayrshire.

Locality Plans

When the Locality Plans were being drafted in 2024, engagement took place in each of the 6 localities. This allowed the community to decide on what their main priorities were in relation to health and wellbeing. This was done via an online survey which was posted on social media as well as face to face engagement with local groups, boards and Locality Planning Partnership members.

Once the information had been collated from this engagement, the LPP members were able to confirm which priorities would be in the plan. The priorities are part of the criteria when groups are applying for funding, and they form the basis of the LPP meetings as we are working towards supporting those priorities in the hope to better the communities' health and wellbeing. It was therefore extremely important that good engagement took place to allow the community to have their say.

The plans are currently being refreshed, and similar engagement has taken place to ensure the priorities still meet the needs of the community.

Dementia Strategy

When the HSCP was developing their current Dementia Strategy, early engagement with the community highlighted that individuals, their carers and services would benefit from the Strategy developing a Dementia Pathway and having dedicated actions towards improving the patient journey and post diagnostic supports. Through meaningful conversations and joint working, the strategy group was able to create a pathway within the document to help individuals understand the post-diagnostic process.

This engagement within the strategy highlighted that the community needed the HSCP to have a dedicated theme that related to diagnostics and post-diagnostic supports. Through working with the community, services and stakeholders a set of eight actions within this strategic theme were developed that will be implemented throughout the strategies lifespan to improve the diagnostic journey for individuals in South Ayrshire.

Your Health & Wellbeing, Your Choice

Prestwick LPP Supported an event within the Symington Locality 'Your Health & Wellbeing, Your Choice' this was held on 29th August 2025, the event brought the locality an opportunity for members of the community to engage with a number of NHS & HSCP services and participate in a health MOT and then visit the market place which offered a variety of information stalls with refreshments provided all free of charge.

The Staying Ahead of The Curve (SAOTC) team informed that they engaged with 25 members of the community that participated in the Health MOT's and a further 23 members of the community looking for information.

Leading on from that event Prestwick LPP allocated funding to the church hall in Symington for SAOTC to provide the community with weekly sessions looking at ways of improving exercise, balance and strength particularly with the aim of preventing falls and promoting ageing well.

Community Roadshows

Across the Central Locality, we delivered a vibrant series of community roadshows designed to showcase the breadth of positive work taking place across Ayr North and Ayr South.


In Ayr South, our team visited *Tarbolton, Annbank, Forehill, and Alloway*. Throughout the day, staff from a wide range of community-based services came together to speak directly with local residents, raising awareness of support, activities, and opportunities that many people were not previously aware of.

In Ayr North, we brought the roadshow to *Dalmilling, Lochside, Riverside Church, and the Wallacetown Hub*. These events allowed us to connect with some of our most marginalised and isolated communities, offering face-to-face engagement and ensuring that everyone had the chance to learn about the supports available to them.


Both sets of roadshows were strengthened by the involvement of partners including Staying Ahead of the Curve, the Information and Advice Hub, Power of Attorney support services, Carers Gateway, AILN, and many others. Their contribution helped us create welcoming, informative spaces where individuals could ask questions, explore options, and feel empowered.

The decision to deliver these roadshows followed on from a series of highly successful community TEC talks, which highlighted how Technology Enabled Care can make everyday life easier through simple, affordable digital tools. Building on the enthusiasm generated by the TEC talks, the roadshows allowed us to widen the conversation, reach more people, and celebrate the ongoing work happening across both Ayr North and Ayr South to strengthen wellbeing, independence, and community connection.


What have you told us?




You have told us that at times there can be too much engagement that can overlap which caused engagement fatigue and at times be confusing. When we have joined up engagement projects that focus on similar topics/outcomes this has been well received and you have feedback that this approach was more positive.




You have told us that it is not always clear who the HSCP are and why/what they are wanting to engage about. This shows us that further developments to integrate ourselves in to communities and use our partners who have well established relationships is required.



You have told us that you don't always feel like your voice makes a difference but when you see how you have influenced engagement projects you feel heard. We have began to produce detailed engagement reports reflecting exactly what engagement we carried out, what the views were and how these have shaped the final outcome to be more transparent and showcase how valuable community engagement is to shaping and delivering services across South Ayrshire.



The Locality Planning Partnerships have highlighted to us the value of us carrying out engagement with them and consulting them on draft proposals so that they can share and represent their local area. This is a strong partnership we are building and the LPP's play an intergral part of how we carry out good community engagement.



You have told us that it's difficult to know what is happening in your community, especially if you don't use social media. We know that not everyone has access online, and we need to ensure communicaton is available in multiple formats to ensure that no one is disadvantaged because they are not online.

Engagement Aims

South Ayrshire HSCP is proud of our strong relationships with our communities and looks forward to building upon these. Taking into account where we are currently and what you told us you would like to improve; we have developed a Delivery Plan aligned to 4 themes. These themes represent our aims and ambitions that will direct us through the strategy's lifespan.

- **Consistent Approaches:** We recognise that at different times there may be many engagement activities ongoing within South Ayrshire. We have dedicated actions towards creating a consistent approach on how engagement activities are carried out, ensuring that all activities are inclusive for the whole population to participate in.
- **Joined up working:** We have been able to see already how working jointly with partners improves community engagement and participation. We will continue to work together with partners to maintain these relationships whilst also building new relationships and networks throughout the duration of this strategy, to ensure we are maximising our ability to engage far and wide across South Ayrshire.
- **Continuous improvement:** To ensure we are delivering high quality engagement we will continuously look to improve using a feedback loop on lessons learned after

each engagement plan. We will use data and feedback to analyse the success of each plan whilst giving opportunities to the public to tell us about their feedback on engagement activities. This will enable us to change and adapt our approach to suit the needs of the whole community.

- **Transparency:** We will look to be transparent with the engagement plan outcomes with our local community. This will include explaining our how participants views and feedback shape final decisions, and where these could not be incorporated in the end outcomes explaining the reasoning behind this.

As well as delivering on the key themes, over the lifespan of this strategy we will:

- Establish a Strategic Engagement Group to manage the Delivery Plan.
- Identify baseline data to measure improvement.
- Identify risks to achieving the Delivery Plan and propose mitigation measures.
- Put in place robust monitoring and reporting arrangements.
- Report on a six-monthly basis against the agreed actions in the Delivery Plan.
- Review the Strategy at its midpoint.

How We Will Know We Have Made a Difference

We will measure our performance and delivery of the Delivery Plan both quantitatively and qualitatively. We will report progress six monthly into the Partnership's Performance and Audit Committee. This information will be publicly available to all stakeholders through the [South Ayrshire Health and Social Care Partnership website](#).

We would like to give a special thank you to everyone who continues to engage with the Health and Social Care Partnership. It is thanks to your continuous feedback that we have been able to develop our Delivery Plan that sets out meaningful actions based on the information you told us. These initial actions will be built upon throughout the formal consultation process of this draft strategy, where additional delivery actions will be implemented.

Our Delivery Plan is set out below and this details our ambitions for the coming five years. It is set within four strategic themes to reflect what you have told us. At the Strategy's midpoint we will review the Strategy to ensure we are delivering each action point in a timely manner and that they continue to reflect the needs of people in South Ayrshire.



Delivery Plan

1. A Consistent and Inclusive Approach

No	Action	Timescale
1.1	We will ensure that staff are supported to be confident when carrying out engagement and incorporate the Engagement Toolkit into their work.	4 years
1.2	We will continue to develop ways to ensure community groups have access to what is happening in their community whilst ensuring information is available both online and in the communities, so no group is disadvantaged.	4 years
1.3	We will use previous engagement to help inform us when creating new engagement activities to ensure previously heard voices continue to be used to inform our projects.	4 years
1.4	An Engagement Toolkit will be rolled out and implemented across HSCP services to support a more consistent and inclusive approach to how we carry out engagement activities.	2 years

2. Joined Up Working

No	Action	
2.1	We will continue to join up approaches with our partners within the Council and NHS to streamline how together we deliver engagement to the groups/partners we work with.	4 years
2.2	We will continue to build on the existing relationships and look to create new relationships to ensure that those with a voice are heard.	4 years

2.3	We will create a Delivery Oversight Group to have an overview on upcoming engagement with the HSCP and consider development opportunities to improve engagement plans.	1 year
2.4	We will work to ensure engagement activities are planned out and joined up where appropriate, to ensure the population does not feel engagement fatigue.	4 years

3. Continuous Improvement

No	Action	
3.1	We will continue to enhance our engagement approach across the HSCP using feedback and data to help us shape and tailor engagement to suit the needs of targets groups.	4 years
3.2	We will create opportunities for community members to participate in engagement activities and develop ways for them to tell us their views on engagement plans through a feedback loop.	1 year
3.3	The Engagement Toolkit's checklist will form as a feedback loop for staff to record and report their engagement activities.	1 year

4. Transparency

No	Action	
4.1	We will be transparent with our engagement and ensure engagement reports are produced and published at the end of engagement activities, demonstrating what steps we took to ensure voices were captured during projects.	4 years
4.2	Monitoring of engagement will be supported and reported through the HSCP's governance routes to ensure there is transparency in the engagement being carried out and lessons learned to support continuous improvement.	1 year

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 اس کا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

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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.

South Ayrshire Health and Social Care Partnership

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