

Meeting of South Ayrshire Health and Social Care Partnership	Strategic Planning Advisory Group	
Held on	31 August 2021	
Agenda Item:	7	
Title:	Communications and Engagement Strategy	
Summary:		
The purpose of this report is to provide members with an update on the progress of refreshing the Communications and Engagement Strategy.		
Author:	Danielle Rae – Planning and Performance Coordinator	
It is recommended that the Strategic Planning Advisory Group:		
<p>i. Notes the progress made in developing the Communications and Engagement Strategy.</p>		
Route to meeting:		
A report was presented to SPAG on 15 June 2021. This is a regular progress report on the refresh of the Communications and Engagement Strategy.		
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"/>

Communications and Engagement Strategy

1. PURPOSE OF REPORT

1.1 This report is to provide members with an update on the progress of refreshing the Communications and Engagement Strategy.

2. RECOMMENDATION

2.1 It is recommended that the Strategic Planning Advisory Group:

- i. Notes the progress made in developing the Communications and Engagement Strategy.**

3. BACKGROUND INFORMATION

3.1 Effective participation and engagement 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 Communications support for the HSCP has previously been provided by South Ayrshire Council and NHS Ayrshire and Arran Communications Teams. The COVID-19 pandemic emphasised the need for the HSCP to have its own communications function bringing South Ayrshire in line with other HSCP's. A new Communications Officer for the HSCP was appointed in March 2021.

3.3 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, engaging face-to-face (when possible), using a variety of communication methods and the use of a citizen's panel.

3.4 The HSCP wants to build on the engagement that has already taken place and ensure that the views of people who use our services and wider stakeholders are constantly shaping the way services are delivered by the HSCP. The [Independent Review of Adult Social Care](#) and [The Promise](#) emphasise the value of shaping services with the people who use them, their families and carers.

3.5 The HSCP developed a [Participation and Engagement Strategy](#) and a [Communication Strategy](#) which have been used as guidance documents for engagement and consultation work.

3.6 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 to help guide and inform consultation activity in the future. The current strategies will be reviewed in their entirety and our intention is to publish a new Communications and Engagement strategy by the end of 2021.

3.7 This will provide a framework on how we can improve our engagement with those who do not traditionally take part and provide direction on how best the HSCP can engage with communities reflecting measures caused by the COVID-19 pandemic. In doing so, we will ensure our engagement activity is aligned closely with our Community Planning partners, ensuring that duplication and 'consultation fatigue' are avoided as much as possible. The HSCP will also ensure Locality Planning Partnerships are involved to engage with communities at a local level.

3.8 Importantly, while basing the strategy on the needs of our local population, we are committed to working towards being an Inclusive Communication organisation ensuring we are considering the best ways of communicating with everyone in our communities.

3.9 We will ensure the Strategy is aligned with national policy including the [Community Empowerment \(Scotland\) Act 2015](#) and the [Scottish Government's National Performance Framework](#) particularly the National Outcome 'We live in communities that are inclusive, empowered, resilient and safe.' We will also pay close attention to the recently published '[Planning with People Guidance](#)' (Scottish Government and COSLA) and the [national standards for community engagement developed](#) by SCDC and endorsed by statutory agencies.

4. [REPORT](#)

4.1 The Strategy Writing Group has been established. This group will meet monthly throughout the period of developing the strategy. Membership includes:

- John Wood, Senior Manager (Planning, Performance and Commissioning)
- Phil White, Partnership Facilitator
- Danielle Rae, Planning and Performance Coordinator
- Kirsty Goodfellow, Planning and Performance Officer (Communications)
- Stephanie Cox, Planning and Performance Officer
- Elizabeth Dougall, Community Engagement Officer
- Stephanie Smith, Community Engagement Officer
- Neil Goudie, Community Engagement Officer
- Dawn Parker, Corporate Parenting Officer
- Liz Paterson, Service Manager Children and Families and Chair of the Child Protection and Adult Protection Committee sub-group on Communications and Engagement
- Marie Oliver, Chief Executive Officer (VASA)

- Gillian Main, Speech and Language Therapy Service Manager
- Glenda Hanna, Independent Sector Lead (Scottish Care)
- Seonaid Lewis, Engagement Support Officer (NHS Ayrshire & Arran)
- Jamie Tait, Service Lead – Thriving Communities (South Ayrshire Council)
- Katrina MacFarlane – Engagement Officer (Healthcare Improvement Scotland)

4.2 Work is ongoing to ensure the membership of the strategy development group is appropriate. Consideration is being given to the best ways to ensure people who use our services, families and carers can contribute and co-produce the strategy.

4.3 Key areas the strategy development group are progressing include:

- A review of the current Participation and Engagement Strategy and Communications Strategy.
- a mapping exercise to look at routes into the community. This exercise will look at existing engagement groups used by all members of the development group. Examples include the South Ayrshire 1000 citizens panel, Locality Planning Partnerships and the Champions Boards. The mapping exercise will also allow us to identify gaps in areas of engagement.
- developing principles which the strategy will be based on. The principles will require to encompass the variety of stakeholders the HSCP communicates with from citizens, carers, commissioned services and partners.
- developing a strategy timeline and project plan to ensure all governance processes and engagement on the draft Strategy is considered.
- a review of local and national considerations on communications and engagement. Recent national publications have been circulated to the group to consider including the National Standards for Community Engagement, Scottish Government's Planning with People Guidance, the Independent Review of Adult Social Care and The Promise. Locally, consideration is being given to Caring for Ayrshire and [South Ayrshire Council's Community Engagement Strategy](#).

5. STRATEGIC CONTEXT

5.1 Effective participation and engagement 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 and Engagement 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 will be undertaken on 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 close consideration as the strategy is developed.

7. CONSULTATION AND PARTNERSHIP WORKING

7.1 Proposals for consultation and a partnership approach are set out above and will be further developed.

8. RISK ASSESSMENT

8.1 There is no risk associated with agreeing this report.

REPORT AUTHOR AND PERSON TO CONTACT

Name: Danielle Rae, Planning and Performance Coordinator

Phone number: 01292 612665

Email address: danielle.rae@south-ayrshire.gov.uk

BACKGROUND PAPERS

August 2021