



“

Working together for the best possible health and wellbeing of our communities. ”

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1.

Introduction

This document sets out the South Ayrshire Health and Social Care Partnership Participation and Engagement Strategy which was approved by the Integration Joint Board as a draft document for consultation with stakeholders at its meeting on 20th April 2016. The public consultation process, took place between August and November 2016, both online via the South Ayrshire Health and Social Care Partnership website and through a range of stakeholder groups including South Ayrshire's six locality planning groups and their respective networks.

The Integration Joint Board will routinely conduct its business in an open and transparent manner and will encourage all staff working with the Health and Social Care Partnership to do likewise. Effectively this means putting the needs and aspirations of service users, carers, and their families at the heart of their work. The Board will encourage organisations funded through the Integrated Budget to operate in a similar way.

There will be occasions on which the Integration Joint Board will need to consider items of business in private, for example, when considering details of individual patients or service users. In these and other permitted circumstances, such as when considering contractual matters, the Board will follow the provisions of Part 1 of Schedule 7A of the Local Government (Scotland) Act, 1973.

The Integration Joint Board will ensure that community participation and engagement is a cornerstone of the Partnership.



2. Legislative Context

The Public Bodies (Joint Working) (Scotland) Act, 2014 which created the Integration Joint Board and the principles governing the integration of health and social care services, requires that a wide-ranging consultation takes place with all key stakeholders on the development of key strategic documents including the Integration Scheme, Strategic Plan and Integrated Budget.

Other legislation passed by the Scottish Parliament including the Self Directed Support Act, 2013 and the Children and Young People Act, 2014, empower and support individuals, families and carers to have greater choice and control over how they receive social care services.

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. New participation requests will allow local communities with an identified need to request that action is taken or to request involvement in improving a service. In addition, through the Community Planning Partnership, partners are required to engage with local communities, identified as suffering from deprivation to produce an action plan to address inequalities in the area.



3. Good Practice

The Integration Joint Board will adopt the National Standard for Community Engagement as part of its Participation and Engagement Strategy. These were launched in May, 2005 and have been widely adopted. The 10 standards detailed in [Appendix 1](#) set out best practice principles for the way in which public bodies engage with communities.



Above: Successful groups celebrate securing funding at North Carrick Decides Participatory Budgeting event

4. Progress Monitoring and Review

The implementation of the strategy, and how successful it is in operation, will be reported on each year in the Partnership's Annual Report. This will include examples of participation and engagement that has taken place throughout the preceding year.

The strategy will be reviewed after it has been in operation for 12 months and if it requires amendment an updated document will be prepared and submitted to the Integration Joint Board for approval. Following this initial 12 month period, the strategy will be routinely reviewed every three years, in line with the full rewriting of the Partnership's Strategic Plan.

5. National Outcomes

The work of the Partnership, as directed by the Integration Joint Board, will, primarily, be to plan, deliver, commission, and co-produce services locally in a way that demonstrates effective progress against the National Outcomes for Adults and Older Peoples, Children and Families and Criminal Justice. Details of these can be found in the Partnership's Strategic Plan, which is available [here](#).

Much of the engagement activity undertaken by the Partnership will be in pursuit of work connected with the achievement of these National Outcomes.

6. Partnership Vision, Values and Policy Priorities

Effective participation and engagement will be fundamental to the attainment of the vision of the South Ayrshire Health and Social Care Partnership which is:

“ Working together for the best possible health and wellbeing of our communities. ”

The values of the Partnership to which everyone in a governance role, employed by, or contracted by, the Partnership is expected to adhere are:

- Safety
- Caring
- Integrity
- Individually focussed
- Engaged
- Respectful

The policy priorities of the Integration Joint Board as articulated in its current Strategic Plan include:

- The need to tackle growing health inequalities and their causes
- Early intervention and prevention
- Giving children the best possible start in life
- Personalisation, partnership and self-directed support

- Co-production with communities and individuals
- Implementation of technology enabled care
- Anticipatory care planning
- Creation of service hubs around clusters of GP practices

In pursuit of its Vision, Values and Policy Priorities, the Integration Joint Board will actively seek the involvement of the community and all of its stakeholders. It will do this in line with the good practice outlined in [Appendix 1](#) and by the deployment of the following techniques:

Inform	Giving information
Engage	Asking opinions
Involve	Encourage greater participation
Consult	Working in partnership to make decisions
Empower	Place decision making in the hands of the community acting together

Additionally, the remainder of this strategy document will set out the ways in which the Integration Joint Board will encourage participation, and the mechanisms that it will establish to ensure that this is effective, efficient, and equal and is done in a way that will assist it to deliver best value for the people of South Ayrshire.

8. Integration Joint Board

The Integration Joint Board will encourage participation in its decision making by inviting a number of representative members and others additional to the voting members appointed by the Health Board and South Ayrshire Council to be an integral part of it and to contribute to debate and discussion. There will a representative member appointed from each of the following: service users, carers, the Third Sector, the Independent Sector, Council staff, NHS Board staff and General Medical Practitioners (GP's). These members will be entitled to attend and to participate in all formal decision making meetings of the board.

For more information click [here](#).



9. Strategic Planning Advisory Group

The Integration Joint Board has established a Strategic Planning Advisory Group for the Partnership as required through regulation. This is the principal stakeholder group of the Partnership. Its membership, which is wide ranging and representative, is set out in [Appendix 2](#). The remit of the Strategic Planning Advisory Group is to:

- (1) Express its views on drafts of the Partnership's Strategic Plan;
- (2) Comment on the implementation of actions outlined in the Plan;
- (3) Work with the Management Team to update the Plan each year to reflect new needs and priorities and the changing environment; and
- (4) To contribute to the development of Partnership policies and strategies and to be consulted on these.

For more information click [here](#).

10. Third Sector

The Integration Joint Board recognises the key role that the Third Sector plays locally and how central it is to the development of a co-produced model of service delivery and to the development of capacity in local communities. This essentially describes the relationship between service providers, service users and wider community that utilises their knowledge, ability and resources to develop services, so that they become more efficient, effective and productive.

In addition to being members of the Integration Joint Board and the Strategic Planning Advisory Group, Voluntary Action South Ayrshire, the Third Sector Interface, is represented on the Partnership Group that is overseeing the development of locality planning and community capacity building in South Ayrshire – the Community Capacity, Links and Locality Planning Group. Voluntary Action South Ayrshire jointly participates in community engagement activities with the Health and Social Care Partnership and has facilitated a number of consultation events with Third Sector organisations, for example, on the development of the Partnership's Strategic Plan.

For more information click [here](#).

11. Independent and Voluntary Sectors

The Independent Sector is represented on the Integration Joint Board and on the Strategic Planning Advisory Group through Scottish Care, which has a seat on each (For more information click [here](#)). In addition, the Partnership has established a number of Providers Forums, with representatives of Independent Sector and Voluntary Sector organisations. These groups will participate in the development of new strategies and commissioning arrangements for a range of activity areas and will be instrumental in the modernisation of services and in the development of new and innovative approaches.

These forums will also provide effective mechanisms for the discussion of issues – both opportunities and difficulties – between providers and Partnership management and staff. To date such groups have been established in the following areas: Learning Disability, Mental Health and Older People.

12. Locality and Neighbourhood Planning

The Integration Joint Board has established Locality Planning Groups to provide a voice for local people, organisations and professionals, acting together, to communicate local needs and how these should be prioritised in future versions of the Partnership's Strategic Plan.

Performance and financial information will, in future, be provided to Locality Planning Groups and will be summarised in the Partnership's Annual Reports. This will enable groups to hold the Partnership, and those working within it, to account for the delivery of services and the support provided in their areas. Delegation to Locality Planning Groups is an empowerment issue that will be further considered by the Integration Joint Board.

A modest start has been made in this regard, with the delegation of small grants funding and other match funding to Locality Planning Groups as part of the Partnership's efforts to encourage community capacity building, provide community based support networks, and to tackle social isolation.

In 2017-18 Community Engagement Officers will continue to encourage local participation by undertaking work to form neighbourhood based planning groups and networks. These will be designed to share views and encourage participation at grass roots level. Social media will be used as a tool to encourage involvement at the local level and to ensure that the greatest number of constituencies can participate in the shaping of the Partnership, its policies and priorities.

Locality and neighbourhood planning will be the lynch pin of community participation and engagement within the South Ayrshire Health and Social Care Partnership and has been awarded significant priority by the Integration Joint Board.

For more information click [here](#).

Below: Prestwick and Villages Locality Planning Group' members



13. Engagement with Staff

Staff working directly within the scope of the Partnership, and who are employed by South Ayrshire Council and NHS Ayrshire and Arran, are recognised by the Integration Joint Board as one of the most important resources that it has, in its drive to deliver on the National outcomes through its Strategic Plan objectives and policy priorities. Representatives of the Integrated Workforce sit on the Integration Joint Board and Strategic Planning Advisory Group. The Partnership has also established the South Ayrshire Area Partnership Forum which will be the principal consultation body for engagement with staff and through which participation will be sought. This body will meet regularly throughout the year.

14. Professional Groups & Networks

The South Ayrshire Partnership is the lead partnership in Ayrshire and Arran for Allied Health Professionals. Staff from a range of health, social care, and other professions, comprise a significant element of the workforce within the Partnership. Engagement with professional groups is another key element of the Partnership's Participation and Engagement Strategy. In addition to the engagement with these groups that takes place through established mechanisms in the Health Board and South Ayrshire Council, the Partnership, in accordance with the provisions of the Integration Scheme (Partnership Agreement), has established a Health and Care Governance Group, to engage with professionals and to seek their participation.

The Health and Care Governance Group will consider matters relating to strategic plan development, governance, risk management, service user feedback and complaints, standards, education, learning, continuous improvement and inspection activity. The Health and Care Governance Group will provide advice to the Integration Joint Board, Strategic Planning Advisory Group, and locality groups.

15. General Practitioners

General Medical Practitioners or family doctors have a significant role to play in the delivery of Integration Principles as set out in the Public Bodies (Joint Working) (Scotland) Act, 2014, by working in partnership to improve the wellbeing of service users. In addition, fundamental to the Integration Project is the desire to achieve a shift in the balance of care from hospitals and other institutions to local communities and people's homes. GP's will be at the heart of Partnership efforts, locally, to achieve this objective.

The South Ayrshire Health and Social Care Partnership will engage and seek participation by GP's through the local GP Stakeholder Group which will meet regularly. A stakeholder GP from this group has been appointed as a representative member to serve on the Integration Joint Board and on the Strategic Planning Advisory Group.

Right: Ayr North Community representatives

16. Community Pharmacy/Optometry/Dentistry

The role of Community Pharmacists, Optometrists and Dentists is changing, with a much greater range of healthcare services and advice now available from pharmacies located in communities throughout South Ayrshire. Pharmacists have a key role to play in assisting the Partnership to achieve many of its policy priorities.

The Partnership is committed to a process of regular consultation and engagement with Pharmacists via their Stakeholder Group and a representative from this sits on the Strategic Planning Advisory Group.





17. Public Partnership Forum

The Public Partnership Forum in South Ayrshire is a network of local people with an interest in improving NHS services. It involves members of local communities, voluntary groups or organisations and other interested individuals. The Forum provides information on the range and location of services provided by NHS Ayrshire & Arran, discusses how NHS Ayrshire & Arran can improve services and support wider public involvement in planning and decision making around healthcare services.

The South Ayrshire Integration Joint Board seeks engagement with the Public Partnership Forum and will consult with it on an on-going basis. Representatives from the Forum sit on the Integration Joint Board, Strategic Planning Advisory Group and Locality Planning Groups.

Left: Occupational Therapy presentation on local work

18. Public Engagement and Participation

There will be occasions on which it will be appropriate for the Integration Joint Board to engage generally with the people of South Ayrshire and seek their participation. It will do this through a variety of means including public meetings, questionnaires, and written and on-line surveys, including the South Ayrshire 1000. Some of the survey information used will be obtained through national exercises such as the Health and Care Experience Survey.

Specific examples of exercises that will be conducted in this way will include the development and updating of the Partnership's Strategic Plan, the development of policy priorities and proposals to address health inequalities within particular localities.

The Integration Joint Board will also actively participate in appropriate consultation and engagement activity being undertaken by others in fulfillment of its wider Community Planning Partnership responsibilities.

Right: Local person on smoothie bike at South Ayrshire engagement event

19. Advocacy Services

The Integration Joint Board recognises that a number of people in South Ayrshire, across all age ranges, will not necessarily be able on their own to make their views known or to actively take part in decision making. To facilitate this, and to ensure that all voices are heard, the Integration Joint Board will fund a range of independent advocacy services to operate and provide support and assistance across South Ayrshire to ensure, in so far as is practicably possible, that participation and engagement by the Partnership is inclusive and equal.





20. Carers

As a result of recent Scottish Government legislation, local authorities and health boards are required to prepare local carers strategies, and local authorities must establish (if required) or maintain an information and advice service for carers. The Scottish Government will prepare a Carers Charter that sets out the rights of carers. There will be a need going forward to develop a new carers strategy for South Ayrshire.

Currently the Health and Social Care Partnership has established a Strategic Group for carers/young carers in South Ayrshire. The South Ayrshire Carers Centre co-ordinates and supports a Carers Reference Group and members of this group sit on the Integration Joint Board and Strategic Planning Advisory Group. Issues arising from this group are considered at the Strategic Group for Carers.

With the enactment of this new legislation, engagement with carers of all ages and the support provided to carers will be subject to change. All of this will be addressed in the new Carers Strategy referred to above, and this will be jointly developed with Carers Representatives. There will be full engagement with carers before its subsequent approval by the Integration Joint Board. The board recognises the significant role played by Carers in the support of many people living in South Ayrshire and is committed to a process of on-going participation and engagement.

For more information click [here](#).

Left: Participants at Ayr South
Decides community event

21. Care Opinion/Patient Opinion

The Integration Joint Board has participated in the pilot exercise for the **Care Opinion** in areas of Scotland.

Patient Opinion is already in use in Ayrshire and Arran following its adoption by the NHS Board.

Through both websites, patients, service users, or people acting on their behalf are encouraged to write stories of their experience of health and care across all sectors. Stories are responded to by the relevant organisation concerned. Stories can be both positive and negative and are regarded by the South Ayrshire Integration Joint Board as a useful way of assisting it to improve the services for which it is responsible, as part of its drive for best value.

The Integration Joint Board will continue to support engagement forums of this kind as a helpful and constructive way of seeking participation in the future development and improvement of services.

22. Hard To Reach Groups

The Integration Joint Board is committed to engaging with hard to reach groups and when encouraging participation will actively consider how to seek involvement from the following:

- Those with/recovering from addictions
- Homeless people
- Ethnic minorities
- LGBT
- Travellers

23. Freedom of Information Act

The Integration Joint Board and the South Ayrshire Health and Social Care Partnership is subject to the provisions of Freedom of Information legislation and participates in the provision of information requested under the provisions of the Act. For more information click [here](#).



24. Feedback & Complaints

The South Ayrshire Integration Joint Board welcomes both positive and negative feedback on the full-range of its activities to inform future organisational learning and development. When a complaint is received, the Chief Officer, the Health Board and South Ayrshire Council will work together to achieve, where possible, a joint response identifying the lead party in the process.

South Ayrshire Council value all comments and complaints and use information from them to help improve services. Details of the Complaints Procedure - Listening To You, will be provided online via the Partnership's website, in complaints literature and on posters. Complaints or comments to the Council can be made by submitting an online complaint form, by telephoning the relevant department, attending in person, or in writing to the Complaints Team, County Buildings, Wellington Square, KA7 1DR.

Complaints and comments to the NHS Board are made to the Patient Relations and Complaints Department, NHS Ayrshire and Arran PO Box 13, Eglinton House, Ailsa House, Dalmellington Road, Ayr KA6 6AB in writing, by telephoning 01292 513 620, or by emailing complaintsteam@aapct.scot.nhs.uk.



National Standards for Community Engagement

Each of the seven National Standards for Community Engagement includes a short headline statement, alongside a set of indicators to show progress towards meeting each standard.

The following terms are used throughout the National Standards for Community Engagement.

- ‘We’ refers to the leaders or organisers of the community engagement process.
- ‘Partners’ are any organisation or group who is involved in planning or delivering the community engagement process.
- ‘Participants’ are all of the people or groups who are actively involved at any level throughout the community engagement process.
- ‘Community’ is a group of people united by at least one common characteristic, including geography, identity or shared interests.

1. Inclusion

We will identify and involve the people and organisations that are affected by the focus of the engagement.

2. Support

We will identify and overcome any barriers to participation.

3. Planning

There is a clear purpose for the engagement, which is based on a shared understanding of community needs and ambitions.

4. Working Together

We will work effectively together to achieve the aims of the engagement.

5. Methods

We will use methods of engagement that are fit for purpose.

6. Communication

We will communicate clearly and regularly with the people, organisations and communities affected by the engagement.

7. Impact

We will assess the impact of the engagement and use what we have learned to improve our future community engagement.

For more detailed information about the standards click [here](#)

South Ayrshire Strategic Planning Advisory Group

Group membership

The group is chaired by the Vice-Chair of the Integration Joint Board.

Stakeholder Group	Number of Representatives
Vice Chair of IJB	1
Independent Health Contractors – GPs	1
Independent Health Contractors – Community Pharmacy	1
Independent Health Contractors – Optometry	1
Independent Health Contractors – Dentistry	1
Nurses	1
Allied Health Professionals	1
Mental Health	1
Public Health	1
Social Worker – Community Care	1
Social Worker – Children and Families & CJ	1
Housing	1
Third Sector	1
Independent Commercial Care Sector	1
Commercial Health Sector (Note: still to be determined)	1
Carers	1
Public and Service Users	3
Staff Side – NHS	1
Local Authority Unions	1
Acute Hospital Representative	1
Ayrshire Hospice	1
University of the West of Scotland	1
Scottish Ambulance Service	1
Locality Planning Representatives	6
Total	31

Advocacy Services

Organisations or groups that ensure that people are able to have their voice heard on issues that are important to them.

Allied Health Professionals

Staff who include podiatrists, dieticians, physiotherapists, speech and language therapists and radiographers.

Best Value

The most valuable combination of cost, quality and sustainability to meet customer requirements.

Carers

People who look after, unpaid, a friend or family member who due to illness or disability cannot cope without their support.

Children and Young People Act, 2014

A law that strengthens children's rights and helps improve the services that support children and families.

Community Based Support Networks

A range of organisations and people in a community that can provide support.

Community Capacity Building

Activities, resources and support that strengthen the skills, abilities and confidence of people and community groups to take effective action and leading roles in the development of communities.

Community Capacity, Links and Locality Planning Group

A committee of people responsible for managing work and services provided by the third sector.

Community Empowerment (Scotland) Act, 2015

A law which helps communities having greater influence or control over things that matter to them. Including the extension of the community right to buy or otherwise have greater control over assets.

Community Engagement

A working relationship between one or more public body and one or more community group, to help them both to understand and act on the needs or issues that the community experiences.

Community Pharmacy

Businesses that used to be known as chemists.

Community Planning Partnership

Is a group of organisations that work together with local communities to design and deliver better public services, making sure that they meet the needs of local people.

Hard To Reach Groups

Groups of people who use public services and who are less likely to be involved by professionals and decision-makers.

Health and Care Governance Group

A group of people who are responsible for making sure of the accountability of an organisation and its responsibilities to support staff and provide a good service to the public.

Health and Social Care Partnership

NHS and the local council care working together to provide health and care services.

Health and Social Care Integration

Is the steps taken to join up the services from NHS and the local council.

Health Board

A group of people that are responsible for the protection and the improvement of their population's health and for the delivery of frontline healthcare services.

Health Inequalities

Means the differences in health status or in the distribution of health determinants between different population groups.

Independent Sector

Organisations which are private companies or social enterprises that are not NHS or local council.

Integrated Budget

A budget which is made up from budgets from NHS Ayrshire and Arran and South Ayrshire Council.

Integration

Means a greater emphasis on enabling people to stay in their homes, or another homely setting.

Integration Joint Board

A committee of people from who have overall responsibility for the planning and delivery of community health and social work/ social care services, including those for older people, adults, children and families and people in the Criminal Justice System.

Integration Scheme

A plan of how the services will be joined up.

Integrated Budget

A budget which is made up from budgets from NHS Ayrshire and Arran and South Ayrshire Council.

Legislation

A law or set of laws, such as an Act, suggested by a government and made official by a parliament, e.g. Scottish Parliament, UK Parliament.

Locality and Neighbourhood Planning

Is a way of planning health and social care services with smaller areas within South Ayrshire.

Locality Planning Group

A committee of people which represents the interests of the local community and staff within an area.

National Outcomes

Are priorities that the Government wants to achieve over the next ten years.

National Standard for Community Engagement

Are good practice principles designed to support and inform community engagement and improve what happens as a result.

Participation and Engagement Strategy

A document that outlines the different ways that an organisation will engaging with individuals, groups and communities to help planning services.

Public Bodies (Joint Working) (Scotland) Act, 2014

A law which helps to bring together NHS and local council care services under one partnership.

Scottish Care

An organisation that represents independent sector health and social care providers.

Self Directed Support Act, 2013

A law which helps to give people more control over the range of options on how their social care is delivered, which best meets their needs.

Social Care

Care or support that helps to meet people's social needs and supports people to lead an active life, as independently as possible.

Social Isolation

Is a term used to describe the state of people having minimal contact with other people, such as family, friends or the wider community.

Social Media

Different types of electronic communication, websites for social networking, to share information, ideas and personal messages.

Stakeholder

A person, group or organisation that has interest or concern in something.

South Ayrshire Carers Centre

An organisation that provides support to carers.



Strategic Plan

A planning document that sets out an organisation's needs and priorities. It also contains proposals on how the organisation will use all of its resources, including its budget, staff and other resources.

Strategic Planning Advisory Group

A committee that will provide stakeholder advice to the Integration Joint board (IJB) for any plans and programmes related to the delivery of community health and social work/social care services.

Third Sector

The voluntary sector, organisations which are not run for private profit, or by government.

Third Sector Interface

An organisation that represent voluntary sector, organisations which are not run for private profit or by government.

Voluntary Action South Ayrshire (VASA)

The organisation that represent voluntary sector in south Ayrshire.

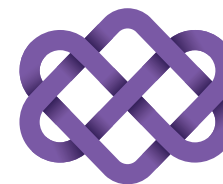
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