

Meeting of South Ayrshire Health and Social Care Partnership	Strategic Planning Advisory Group		
Held on	15 June 2021		
Agenda Item:	5		
Title:	Communications and Engagement Strategy		
Summary:			
<p>This report seeks approval by the South Ayrshire Strategic Planning Advisory Group to provide oversight and strategic direction to a new Communications and Engagement Strategy for South Ayrshire. The report sets out why the timing is right for the work to begin and what the HSCP's ambitions will be for communications and engagement over the coming years.</p>			
Author:	Danielle Rae – Planning and Performance Coordinator		
<p>It is recommended that the Strategic Planning Advisory Group:</p> <ul style="list-style-type: none"> i. Agrees to provide oversight and strategic direction to a new Communications and Engagement Strategy for South Ayrshire; and ii. Notes that progress reports on the revised strategy will be brought to SPAG until the strategy is approved at IJB by the end of 2021. 			
Route to meeting:			
Initial report; development of Comms and Engagement Strategy agreed within Strategic Plan.			
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 seeks approval by the South Ayrshire Strategic Planning Advisory Group to provide oversight and strategic direction to a new Communications and Engagement Strategy for South Ayrshire. The report sets out why the timing is right for the work to begin and what the HSCP's ambitions will be for communications and engagement over the coming years.

2. RECOMMENDATION

2.1 It is recommended that the Strategic Planning Advisory Group:

- i. Agrees to provide oversight and strategic direction to a new Communications and Engagement Strategy for South Ayrshire; and**
- ii. Notes that progress reports on the revised strategy will be brought to SPAG until the strategy is approved at IJB by the end of 2021.**

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.

4. REPORT

- 4.1 The HSCP developed a [Participation and Engagement Strategy](#) and a [Communication Strategy](#) which have been used as guidance documents for engagement and consultation work. 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 strategy by the end of 2021.
- 4.2 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.
- 4.3 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.
- 4.4 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.

Proposed drafting process

- 4.5 It is proposed that the drafting process follows a series of steps, broadly set out below:

1. Engagement

- A Strategy Development Group will be established. This group will meet approximately monthly throughout the period of developing the strategy.
- Having a development time of one year will allow us to implement good practice in engagement e.g. more than one phase of engagement, employing a range of engagement methods to reach as many people as possible.
- The methods we use to engage with people depends largely on when and how lockdown restrictions are eased. A full range of citizens, partners and stakeholders will be encouraged to participate.

Governance

- A Strategy Development Group will be established to: develop and agree on the scope and vision of the strategy; oversee the development of the strategy document; develop arrangements for the implementation and review of the strategy and oversee the engagement and consultation.
- This group should meet monthly and should include representation from: HSCP managers; managers the local authority with responsibility for community engagement; Caring for Ayrshire representatives and Third sector organisations.
- Regular oversight and input will be provided by the IJB Strategic Planning Advisory Group.

Communications

- A communications plan should be developed to make sure all stakeholders are aware that a strategy is being developed and are aware of the part they can play in its development. As this strategy has a universal scope, communications will need to be made accessible.

Review, Plan and Monitor

- The next step will be to assess the current position. This involves undertaking a strategic review of the current strategies and other local policy including South Ayrshire Council's recently published [Community Engagement Strategy](#).
- It will be important to know how well the implementation of the plan is progressing. Therefore, the implementation plan should include detail on measurable performance indicators and outcomes, agreed responsibilities with timescales, a clear reporting process, a feedback loop process that ensures the HSCP learns along the way and enables it to change course when needed, and a plan for stakeholders to continue to influence the plan (engagement is not just for the strategy development phase).

4.6 Monitoring and review will be undertaken between the IJB and its subcommittees (SPAG and Performance and Audit as appropriate).

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

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BACKGROUND PAPERS

[South Ayrshire Health and Social Care Partnership Participation and Engagement Strategy \(2017\)](#)

[South Ayrshire Health and Social Care Partnership Communications Strategy \(2018\)](#)

[South Ayrshire Council Community Engagement Strategy \(2020\)](#)

[Independent Care Review - The Promise, Scottish Government \(2020\)](#)

[Independent Review of Adult Social Care, Scottish Government \(2021\)](#)

June 2021