

Meeting of South Ayrshire Health and Social Care Partnership	Strategic Planning Advisory Group	
Held on	27th October 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:		
<ul style="list-style-type: none"> i. notes the progress made in developing the Communications and Engagement Strategy; ii. provides comment on and endorses the principles (appendix 1) and draft headings (appendix 2); and iii. receive a verbal update on proposals for a South Ayrshire wellbeing survey to be undertaken. 		
Route to meeting:		
A report was presented to SPAG on 15 June and 31 August 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;**
- ii. **provides comment on and endorses the principles (appendix 1) and draft headings (appendix 2);**
- iii. **receive a verbal update on proposals for a South Ayrshire wellbeing survey to be undertaken.**

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 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.

3.3 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.

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

- 3.5 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.
- 3.6 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.
- 3.7 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.
- 3.8 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 continues to meet monthly and will do so throughout the duration of the strategy development.
- 4.2 Following on from discussion at the SPAG meeting on 31 August 2021, Locality Planning Partnerships were asked if any of their members would like to be a part of the strategy development group. This generated some notes of interest and two members of the community have come forward to be part of the Strategy Writing Group with one person attending our meeting on 5 October 2021.
- 4.3 **A key focus this month has been to pull together an early draft of the strategy (including contributions from a range of partners) – the headings and an outline of this draft are included in Appendix 2. A set of principles on which the strategy will be based are outlined at Appendix 1.**
- 4.4 Healthcare Improvement Scotland provided a brief overview to the Strategy Writing Group on the draft Quality Framework for Community Engagement with a fuller presentation for our next meeting on 9th November. This will support the writing

group to carry out a self-evaluation of current communications and engagement activity.

4.5 The group have established principles on which the Strategy will be based (Appendix 1). The principles take account of the variety of stakeholders the HSCP communicate with, the value of collaboration with our partners and the importance of inclusive and accessible communication.

4.6 Members of the group have been asked to share information and findings on engagement exercises that they have carried out which may inform the strategy particularly feedback on how the Health and Social Care Partnership communicates and engages with the community and other key stakeholders.

4.7 A strategy timeline has also been developed to ensure adequate time for drafting, engagement and consultation and redrafting prior to approval in March 2022.

4.8 The group are continuing to carry out a mapping exercise to look at routes into the community. This exercise is considering 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.

4.9 At the next meeting of the group on 9 November 2021, as well as the presentation from Healthcare Improvement, the Service Lead for Thriving Communities at South Ayrshire Council is going to present to the group the new structure within the team and other engagement methods the HSCP can make use of.

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

October 2021