

Principles underpinning Engagement and Communication

The HSCP Values and principles should be the first consideration with all our work as set out in the Strategic Plan.

Our values

Our values are the qualities we expect from all employees and services we contract:

We will be:

- Empowering
- Compassionate
- Respectful
- Open

We will demonstrate:

- Equality
- Integrity
- Ambition

In addition the considerations to inform these are well captured in [Planning with People](#) and [National Standards for Community Engagement](#)

We will be cognisant of the significant Engagement and Communications work carried out by South Ayrshire Council and NHS Ayrshire and Arran and ensure linkage to and support for their Engagement and Communications strategies and implementation. We will also ensure contributing fully and

working across all Community Planning Partnership processes and with our CPP partners.

Notwithstanding the above, these are some of what we need to embrace and aspire to:

Rights, equality and inequality

- Root all engagement and communication in human rights
- Ensure equality considerations are integral to all work
- Ensure tackling inequality informs approaches to and priorities for engagement

Inclusion

- Recognise diversity of context and needs
- Make [Principles for Inclusive Communication](#) integral to all HSCP work
- Embrace a diversity of tools and mechanisms for engagement and communication

Clarity of communication

- Ensure language is clear and direct and not cluttered with jargon and acronyms

Integrity, openness and candour

- Be honest about whether we are engaging in information sharing, engagement, consultation or formal consultation
- Don't over-promise
- Be straight with people even if not popular

- Don't patronise

Locality

- Try to base as much engagement at 'locality' level whilst recognising the need for thematic work
- Embrace 'place-based' approaches within all engagement

Appropriateness and proportionality

- Try to recognise the different levels of appropriateness of application for engagement
- Use appropriate mechanisms and tools
- Try not to over-burden different stakeholders and limit consultation fatigue

Partnership and avoiding duplication

- Embrace partnership engagement/communication opportunities and sharing of resourcing/support
- Work strategically and co-operatively with Council engagement and wider Community Planning Partners
- Contribute meaningfully to Ayrshire-wide approaches where appropriate

Reciprocity

- Recognise that engagement and communication is two-way

Wellbeing Pledge

- The Wellbeing Pledge needs to be integral to the relationship with all stakeholders

Appendix – National standards for Community Engagement

