



Meeting of East Renfrewshire Health and Social Care Partnership	Integration Joint Board	
Held on	25 November 2020	
Agenda Item	8	
Title	Participation and Engagement Strategy	
Summary		
To present the Integration Joint Board with the HSCP Participation and Engagement Strategy and provide an overview of the process taken by the Participation and Engagement Implementation Group which was formed to develop the strategy.		
Presented by	Angie McGregor, Strategic Planning Programme Officer	
Action Required		
The Integration Joint Board is asked to approve the HSCP Participation and Engagement Strategy and note its role in overseeing the implementation and evaluation of the approach.		
Directions	Implications	
<input checked="" type="checkbox"/> No Directions Required	<input checked="" type="checkbox"/> Finance	<input type="checkbox"/> Risk
<input type="checkbox"/> Directions to East Renfrewshire Council (ERC)	<input type="checkbox"/> Policy	<input type="checkbox"/> Legal
<input type="checkbox"/> Directions to NHS Greater Glasgow and Clyde (NHSGGC)	<input checked="" type="checkbox"/> Workforce	<input type="checkbox"/> Infrastructure
<input type="checkbox"/> Directions to both ERC and NHSGGC	<input type="checkbox"/> Equalities	<input type="checkbox"/> Fairer Scotland Duty

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EAST RENFREWSHIRE INTEGRATION JOINT BOARD

25 NOVEMBER 2020

Report by Chief Officer

HSCP PARTICIPATION AND ENGAGEMENT STRATEGY

PURPOSE OF REPORT

1. This report describes the process undertaken to develop the new Participation and Engagement strategy for East Renfrewshire Health and Social Care Partnership and maps how taking a co-productive approach will contribute to improved outcomes for people in East Renfrewshire.
2. The final Participation and Engagement Strategy is attached at appendix 1.

RECOMMENDATION

3. The Integration Joint Board is asked to approve the HSCP Participation and Engagement Strategy and note its role in overseeing the implementation and evaluation of the approach.

BACKGROUND

4. Members may recall the presentation to the IJB on 29 January 2020 outlining the process for developing and implementing a Participation and Engagement Strategy for the HSCP. Since that meeting considerable work has been carried out using the Matter of Focus approach. Detail of this work is included in a separate report (appendix 2) produced using OutNav; a software system developed by Matter of Focus that supports organisations to take a collaborative and outcome focused approach to evaluation planning, implementation analysis and reporting.

REPORT

5. The purpose of the Participation and Engagement Strategy is to engage effectively with people in planning and redesigning health and social care services. The voices of local people are heard and acted upon to improve:
 - their health and well being
 - the quality and delivery of local health and social care services for everyone
6. The intention is that the strategy is simple and accessible and live in that it:
 - supports active participation and engagement
 - commits to ongoing partnership working, review and learning
 - helps us to make sure our services reflect the needs and wishes of people and communities

7. It is underpinned by the following principles of inclusive, accessible and equal to support participation and engagement:
 - Our communication is inclusive
 - Our information is accessible
 - Our methods promote equality
8. The strategy contains details of a number of ways that people can engage with the HSCP and partners as well as committing to developing further opportunities for individuals.
9. The Participation and Engagement Implementation Group was established to develop a collaboratively produced strategy. The group will continue to meet and work together to support a shared work plan to support the participation and engagement activities of the Health and Social Care Partnership.
10. The Integration Joint Board has overall strategic responsibility for ensuring that the principles of this strategy are carried out. It should receive regular reports on the implementation of the strategy and evaluation of its impact.

CONSULTATION AND PARTNERSHIP WORKING

11. The HSCP asked Your Voice to consider supporting them to develop the new strategy and be a key partner in supporting its implementation. Your Voice held a planning meeting in November 2019 to consider participation and engagement in the context of the feedback from both the then recent Strategic Inspection and the new HSCP Locality Planning Forums. The group captured feedback on who they are connected to now, the nature of these connections and how they could improve these. They hosted a wider community event in January 2020 to further these connections and begin to define their shared purpose and next steps.
12. The HSCP Participation and Engagement Strategy was developed in partnership working with the Implementation Group with representation from:
 - Locality Planning
 - East Renfrewshire Carers Centre
 - Talking Points
 - East Renfrewshire Community Learning and Development
 - Third Sector Interface –Voluntary Action East Renfrewshire
 - Your Voice
 - NHS Greater Glasgow and Clyde
 - ERC Communications Team
13. Engagement activity also took place with HSCP staff, third sector partners and groups. This was facilitated through engagement events with HSCP staff teams and received feedback from Voluntary Action, The Carers Centre and The Self Directed Support Forum staff teams.
14. Speaking to East Renfrewshire Locality Forums and Talking Points was also important as each of these groups represent a wide range of statutory and third sector partner organisations within East Renfrewshire. In this context, we directly engaged with 35 different organisations between both these forums.

15. We also captured feedback from people and families who use services with the support of Local Area Coordination from Enable Scotland, who facilitated digital engagement events.

IMPLICATIONS OF THE PROPOSALS

Finance

16. There is a small annual cost to using the Matter of Focus Outnav tool which offers continued support. The HSCP and the wider partnership will commit time and capacity from existing resources to continue to support the Participation and Engagement Implementation Group function.

Workforce

17. The HSCP and the wider partnership will undertake learning and development opportunities for staff that support community participation, choice and control, good conversations and collaborative service redesign.

DIRECTIONS

18. There are no directions arising as a result of this report.

CONCLUSIONS

19. The Participation and Engagement Implementation Group are now a strong foundation for shared, planned, proactive engagement working to support the HSCP Strategic Commissioning intentions. We will continue as an implementation group to map out these activities and develop a shared Participation and Engagement work plan going forward.
20. The Implementation Group will have an asset based approach that supports our ongoing capacity for community participation and engagement.
21. Covid-19 Recovery Planning and our HSCP Strategic Plan will continue to be a central focus for Participation and Engagement. We will align these activities to our work plan
22. Your Voice will be supported to continue its strong links with the HSCP whilst building their capacity to become an independent focus for community engagement that builds pathways to community led supports, choice and control.
23. The group recognises the need to have a corporate approach to digital participation and engagement which addresses access and affordability in making opportunities available for everyone

RECOMMENDATIONS

24. The Integration Joint Board is asked to approve the HSCP Participation and Engagement Strategy and note its role in overseeing the implementation and evaluation of the approach.

REPORT AUTHOR AND PERSON TO CONTACT

Angie McGregor, Strategic Planning Programme Officer
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07800 629 476

Chief Officer, IJB: Julie Murray

BACKGROUND PAPERS

None



East Renfrewshire Health and Social Care Partnership

Participation and Engagement Strategy

(Version 1.0)

Document Title:	Participation and Engagement Strategy		
Owner:	Participation and Engagement Implementation Group	Current Status	Draft for approval (Aug 2020)
Date first approved:		Date of last Review	n/a
Approved by:		Date of next Review	August 2023
Revision History:			
Version:	Date Effective:	Author & Changes	
1.0	Nov 2020	Angie McGregor, Strategic Planning Programme Officer	

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East Renfrewshire HSCP Participation and Engagement Strategyat a glance

The Purpose of the strategy

To engage effectively with people in planning and redesigning health and social care services. The voices of local people are heard and acted upon to improve

- their health and well being
- the quality and delivery of local health and social care services for everyone.

What it is

A simple, accessible and live strategy that:

- supports active participation and engagement
- commits to ongoing partnership working, review and learning

Engaging with individuals, groups and communities helps us to make sure our services reflect the needs and wishes of people and communities

Who we do this with

We engage with

- **People** who use our Services
- Our **Communities**
- Our **staff**
- Our **partners**

How we do it

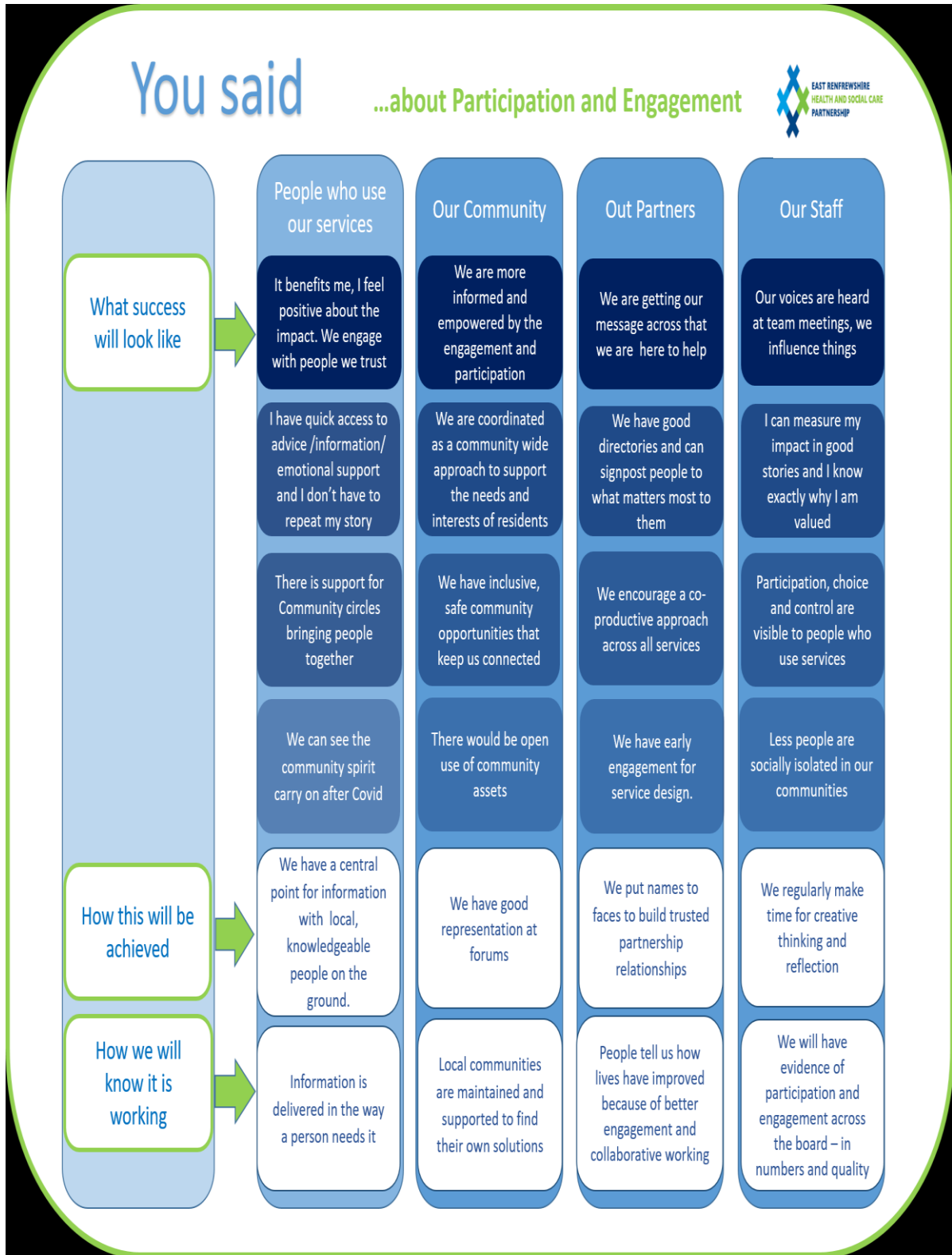
- **Use** all the methods, tools, models available
- **Support** people to feel confident and able to engage with us by whatever means is comfortable for them
- **Build** on what already works
- **Inform** people of the difference their involvement is making
- **Evaluate** our activity to measure its impact and ensure services meet the needs of local people

The difference it makes

- People are more involved in decision making which impacts them and/or their
- Communities - they can **see** the results.
- Services are better and more responsive to what people and communities need
- An increase in community participation and volunteering/public involvement
- Resources are used much more efficiently
- Participation and engagement becomes seamless and normal

We spoke to some people before we wrote the strategy. We asked them to describe what really good participation looks like to them

Here are just **some** of the things you said



Engaging effectively with people in planning and redesigning Health and social care services

The **Health and Social Care Partnership (HSCP)** provides all health and social care services for adults and children in East Renfrewshire. The HSCP is a partnership between East Renfrewshire Council and the NHS.

Our Vision

Our vision is to work together with the people of East Renfrewshire to improve lives.

We will achieve this by:

- valuing what matters to people
- building capacity with individuals and communities
- focusing on outcomes, not services

Purpose of this strategy

Anyone in East Renfrewshire has the opportunity to be involved in shaping services to improve:

- their health and well being
- the quality and delivery of local health and social care services for everyone.

Aims and Objectives for this strategy

- Our communities, our partners, our staff and those who receive support will be engaged with, involved and participate in ways that are meaningful to them.
- We will deliver a strategy that supports and resources new ways of engagement, and embraces digital platforms

- We will deliver a strategy that has a focus on prevention, choice and stronger communities and people will be enabled to share their views.
- We will have a coordinated and inclusive approach to community engagement and participation which will:
 - minimise duplication and over consulting
 - support both planned and responsive priorities for engagement
 - enable a feedback loop to engagement activities - You said - We did.

Recovery and Renewal

The Covid 19 Pandemic has had a profound impact on people who use services, communities, organisations and staff. It requires us to think even more about how we engage with less heard voices and reduce practical barriers to engagement opportunities.

Working and engaging remotely can be a challenge for collective working processes and requires us to think about equality in access to resource, training and guidance in using the online platforms chosen.

Engaging with our communities to support recovery and renewal is vital and the Scottish Community Development Centre has updated the Standards for Community Engagement to support this. Our strategy will align to meeting these standards.



National Standards for Community Engagement

National Standards for Community Engagement (NSfCE)

Engaging with our communities to support recovery and renewal

Engaging with our communities to support recovery and renewal (PDF)

National and local context



National Legislation

The Scottish Government has introduced a number of key policies to underpin the way public services involve and engage with communities. [See below](#)



Near Me is a Scottish Government and NHS approved video consulting service that enables people to have health and social care appointments from home or wherever is convenient.

[Near Me Video Consulting](#)

Local context

There are a number of local strategies/plans which set out a vision and support a commitment to participation and engagement and aim to involve the community in shaping health and social care and provide opportunities for people to get involved in their communities.



[HSCP Strategic Plan -Working Together](#)



[Moving Forward Together](#) sets out **NHS Greater Glasgow and Clyde's (NHSGGC)** vision to transform health and social care services to meet the needs of local population. https://www.youtube.com/watch?v=tnrAeqb3Sq0&feature=emb_title



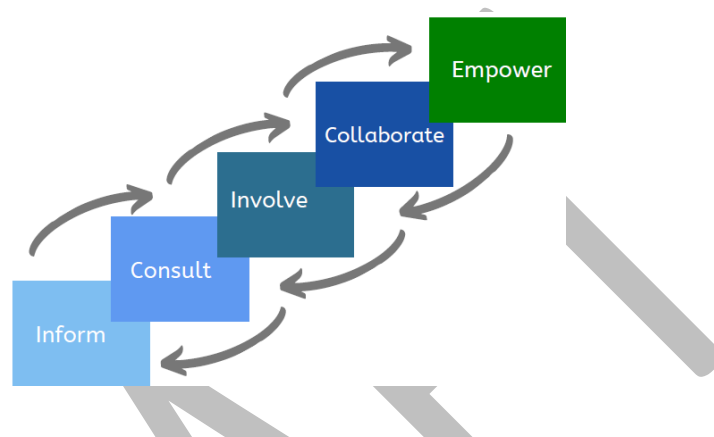
[East Renfrewshire Community Planning](#)



[HSCP Strategic Commissioning Plan](#)

What we mean by participation and engagement

These are terms we use to cover a whole range of methods that encourage and enable people to be involved in ways that matter and make sense for them. This can range from sharing views on how needs are best met and influencing how decisions are made, to collaborating equally to design and deliver services.



Participation Journey	Participation Journey	What this means	An example of this	The impact or outcome it will achieve	Other example of this form of participation
Empower (let go of control)	Empower (let go of control)	Put choice and control in the hands of local people and communities	Person Centred Planning	Individuals will have choice and control about what matters most to and for them	Community Circles
Coproduction	Coproduction				Self-Directed Support
Collaborate (work together)	Collaborate (work together)	Work in partnership with people to create, design and run services	Locality Forums	New models of care designed and developed by partners/public tests of change	Steering Groups Strategic Planning Groups
Co-design	Co-design				
Involve	Involve	Work directly with people to ensure their views are used to help design or redesign a service or process	Your Voice	Will build capacity to get involved and will be able to demonstrate influence	Focus groups User Forums Team Planning
Engagement	Engagement				
Consulting to listen	Consulting to listen	To hear peoples views and value their input	Public Events	To inform decision making and support a clear "you said- we did" feedback loop	Digital Surveys, Questionnaires Team meetings
Consultation	Consultation				
Inform to support	Inform to support	Provide good quality accessible information to people	Talking Points	Signposting to good information, advice and support on health and social care	Council Website Social media Newsletters Leaflets, Posters Staff
Inform	Inform				

Why is it important?

Engaging with you - individuals, groups and communities - helps us to make sure our services reflect the needs and wishes of people and communities. We want the community to be fully involved in shaping how these look.

The term communities can mean different things.

- Community of **place**: A geographic location with a physical boundary such as a village, town, neighbourhood or locality.
- Community of **interest**: A group of people who share a particular interest or experience.
- Community of **identity**: how people identify themselves. This could be through age, sexual orientation, religion, disability

Communities are diverse and people can belong to more than one. They rarely speak with one voice.

Communities have a unique contribution to make in shaping, developing and improving health and social care services. People bring skills, knowledge and life experience.

What are the benefits?

Benefits of participation and engagement are:

- People feel more empowered as they are involved in decision making which impacts them and/or their communities - they can **see** the results.
- Services are better and more responsive to what people and communities require and want.
- An increase in community participation/identity and volunteering/public involvement
- Resources are used much more efficiently
- Participation and engagement becomes seamless and normal

Our principle to support participation and engagement

Inclusive, accessible and equal

We want to ensure that everyone has an equal opportunity to be involved in participation and engagement. This involves making sure

Our communication is inclusive

If you have any communication support needs we will consider the best way to communicate to help you to participate.

Our information is accessible

This allows everyone to access content on an equal basis with others and includes written, verbal and web based information.

Our methods promote equality

This recognises that certain groups of people and individuals with protected characteristics such as race, disability, sex and sexual orientation may have experienced discrimination.

How we do it

Participation and Engagement can be planned - around specific events/policy or times of the year – or more general, but we want it to be normal practice and encourage service delivery change as it is needed. We will involve

- **People who use our services**
People who receive a service from us should be equal partners in their own care. As well as having a say in planning their own care, individuals should be able to contribute to the way services are designed and delivered
- **Our communities**
People of place, interest and identity (including our digital community and community hub networks)
- **Health and Social Care Partnership Staff**
Engaging with staff can help create a workplace where staff are involved in decisions. It also allows our workforce to share ideas and have good open communication with everyone around us. Some staff will also live locally and have their own experience of health and social care issues.
- **Anyone else who provides services and support to people** this includes third sector, the private sector, community planning, other council departments, volunteers etc.

We will:

- **Gather** and use all the methods, tools, models and examples of participation and engagement that are available so we can be as inclusive as we can when engaging with you.
- **Support** you to feel confident and able to engage with us by whatever means is comfortable for you. People have different communication styles and preferences which we must use.
- **Build** on what we already know works and what communities like.
- **Inform** people as soon as possible what difference their involvement has made. Engagement is ineffective if we don't feedback to those we engage with.
- **Evaluate** our activity to measure its impact and ensure that our services meet the needs of local people. This can also help us identify what isn't working so well and what could work better.

[How you can engage with us](#)

Talking Points

Talking Points are places in your community and online, where you can get the advice and support you need to help you do the things that you want. During your **Talking Point** you can speak to people who can help you, or someone you look after, with any questions you have about health and social care supports.

You can also find out about local groups and activities happening on your doorstep. For more information about Talking Points or help with any health and social care enquiries please call **Initial Contact Team** on **0141 800 7850**

<https://www.eastrenfrewshire.gov.uk/contact-hscp>

[East Renfrewshire Initial Contact Team](#)



Your Voice in Health and Social Care East Renfrewshire



Your Voice is a network of individuals and groups who are interested in how health and social care services are designed and delivered.

Your Voice informs the planning, development and delivery of health and social care services by sharing information and feedback through research, community engagement and lived experience.

<https://www.eastrenfrewshire.gov.uk/your-voice>

[Your Voice in Health and Social Care East Renfrewshire](https://www.eastrenfrewshire.gov.uk/your-voice)

Champions Board East Renfrewshire



The Champions Board consists of a group of care experienced young people and adult champions that work within the council. The aims of the Champions Board are:

- Empower young people to have a voice and use their own experiences to help others
- Be a part of a transformational change for East Renfrewshire's young people
- Build relationships and create opportunities

<https://eastrenchampionsboard.co.uk/about-champions-board-eastrenfrewshire/what-is-a-champions-board/>

[Champions Board East Renfrewshire](https://eastrenchampionsboard.co.uk/about-champions-board-eastrenfrewshire/what-is-a-champions-board/)

We believe that good participation and engagement is a continuous cycle. It's about Planning, Engaging, Consulting, Evaluating and then providing Feedback. **“YOU SAID – WE DID”**

Good participation and engagement starts with a good conversation about what matters most to people. It supports people to take part in genuinely shaping their public services, it leads to better decision making, better outcomes for our community and continual improvement in health and social care services.

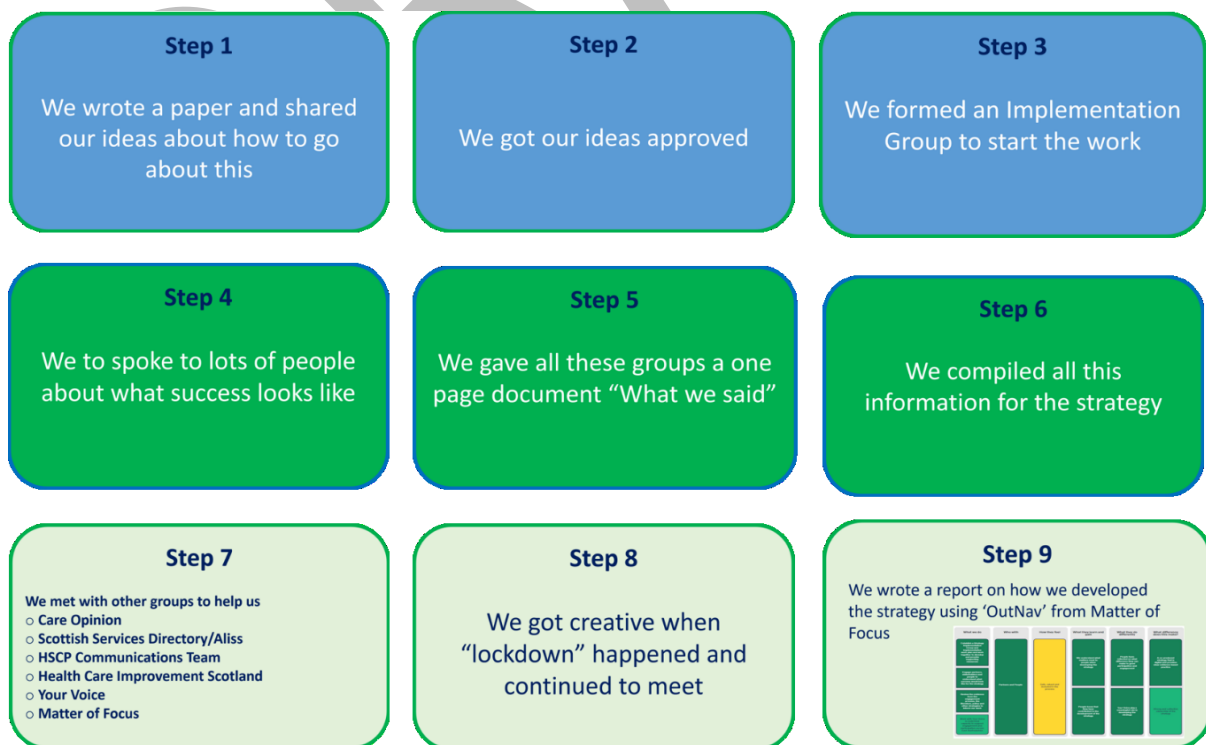
Who developed the strategy

The **Participation and Engagement Implementation Group** was established to develop a collaboratively produced strategy. The group will continue to use meet and work together to support a shared work plan to support the participation and engagement activities of the Health and Social Care Partnership and its strategic objectives/ The group has representation from:



- [NHS Greater Glasgow and Clyde](#)
- [Talking Points East Renfrewshire](#)
- [East Renfrewshire Community Learning and Development](#)
- [Voluntary Action East Renfrewshire](#)
- [East Renfrewshire Carers Centre](#)
- [ERC Communications Team](#)
- [Your Voice in Health and Social Care East Renfrewshire](#)

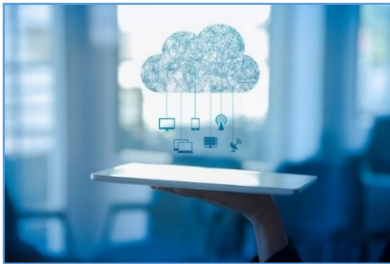
This is the journey map to collaboratively develop the Participation and Engagement Strategy 2020-2023



How we will share this strategy

The Strategy will be available as both paper copy and digital version on the HSCP website. The Strategy Implementation Group will develop a work plan to ensure that this strategy reaches a wide East Renfrewshire audience.

The web based strategy



We will have a simple, accessible digital version of the strategy that:

- supports active participation and engagement
- commits to ongoing partnership working, review and learning

Linking to participation platforms

It links to platforms where you can participate directly.



Allows people to share their experiences of health and social care in East Renfrewshire in ways which are safe, simple, and lead to learning and change. Care Opinion provides a platform so that:

- people can share honest feedback easily and without fear
- stories are directed to wherever they can help make a difference, and
- everyone can see how and where services are listening and changing in response

<https://www.careopinion.org.uk/info/care-opinion-scotland>

[Care Opinion](#)

Citizen Space



Find out how to have your say on the decisions that affect you and your community through East Renfrewshire Citizen Space.

What can I do?

View and respond to current consultations

https://www.delib.net/citizen_space

[Citizen Space](#)

It also links to **local and national health and wellbeing directories.**



NHS inform is Scotland's national health information service. Its aim is to provide people with accurate and relevant information to help them make informed decisions about their own health and the health of the people they care for.

www.nhsinform.scot

[NHS Inform](#)

Scotland's Service Directory (SSD) is a national directory of local services. It is part of NHS Inform and has been developed in partnership with Macmillan Cancer Support and the Health and Social Care Alliance. It provides details of all health and wellbeing services within Health and Social Care Partnerships (HSCPs)

<https://www.nhsinform.scot/scotlands-service-directory>

[Scotland's Services Directory](#)

[SSD East Renfrewshire Directory](#)



ALISS (A Local Information System for Scotland)

This has been developed by Health and Social Care Alliance Scotland (the ALLIANCE) to increase the availability of health and wellbeing information. It supports people, communities, professionals and organisations that have information to share and is aligned with Scotland's health and social care needs

www.aliss.org/ [ALISS \(A Local Information System for Scotland\)](http://www.aliss.org/)

It also links to **useful information and advice**



East Renfrewshire Council Community Directory

www.eastrenfrewshire.gov.uk

[East Renfrewshire Council Community Directory](http://www.eastrenfrewshire.gov.uk)



Health and Social Care Partnership

www.eastrenfrewshire.gov.uk/hscp

[East Renfrewshire Health and Social Care Partnership](http://www.eastrenfrewshire.gov.uk/hscp)



Initial Contact Team

<https://www.eastrenfrewshire.gov.uk/contact-hscp>

[Initial Contact Team](https://www.eastrenfrewshire.gov.uk/contact-hscp)



Telehealth

<https://www.eastrenfrewshire.gov.uk/tec>

[East Renfrewshire Technology Enabled Care](https://www.eastrenfrewshire.gov.uk/tec)

Governance

The Integration Joint Board has overall strategic responsibility for ensuring that the principles of this strategy are carried out. They will measure the impact that engagement is making by evaluating our activities to improve our practice and outcomes

<http://www.eastrenfrewshire.gov.uk/integration-joint-board>

Integrated Joint Board



Tools for Participation and Engagement

This strategy links to **useful resources** that support engagement activities

Participation Standard for the NHS in Scotland

<https://www.nhsggc.org.uk/>

National Standards for Community Engagement

<https://www.scdc.org.uk/what/national-standards/>

Principles for Community Empowerment

<https://www.audit-scotland.gov.uk/report/principles-for-community-empowerment>

Community Planning Toolkit

<https://www.communityplanningtoolkit.org/sites/default/files/Engagement.pdf>

Visioning Outcomes in Community Engagement (VOiCE)

www.voicescotland.org.uk

Place Standard

<https://placestandard.scot/guide/quick>

Participation Toolkit

<https://www.hisengage.scot/equipping-professionals/participation-toolkit/>

Royal National Institute of Blind People: Transcription Services

<https://www.rnib.org.uk/rnib-business/transcription-services>

Using Makaton

<https://www.makaton.org/aboutMakaton/howMakatonWorks>

British Institute for Learning Disabilities

<http://www.bild.org.uk/>

Seeds for Change: Making Meetings Accessible

<https://seedsforchange.org.uk/accessiblemtg>

Seeds for Change: Access

<https://seedsforchange.org.uk/access>

Principles of Inclusive Communication

<https://www.gov.scot/publications/principles-inclusive-communication-information-self-assessment-tool-public-authorities/pages/5/>

7 golden rules of Participation - Children and Young Peoples' Commissioner Scotland 2015

<https://cypcs.org.uk/get-help/i-work-with-younger-people/golden-rules/>

Framework for Community Health and Social Care Integrated Services – Scottish Government November 19

<https://hscscotland.scot/couch/uploads/file/resources/frameworkcommunityhealthsocialcare/a-framework-for-community-health-and-social-care-integrated-services-07-november-2019.pdf>



Links

It also links to **National Legislation and public bodies** that focus on the importance of participation and engagement

Self-directed Support (Scotland) Act 2013

<https://www.legislation.gov.uk/asp/2013/1/contents/enacted>

Self-directed Support (Scotland) Act 2013 (Summary)

<https://www.gov.scot/publications/easy-read-self-directed-support-values-principles-statement/>

Carers Scotland Act 2016

<https://www.legislation.gov.uk/asp/2016/9/contents/enacted>

Carers (Scotland) Act 2016 (Summary)

<https://www.gov.scot/publications/carers-scotland-act-2016-statutory-guidance/>

Public Bodies (Joint Working) Act Scotland 2014

<https://www.legislation.gov.uk/asp/2014/9/contents/enacted>

Patients' Rights (Scotland) Act 2011

<https://www.legislation.gov.uk/asp/2011/5/contents>

Community Empowerment (Scotland) Act 2015

<https://www.legislation.gov.uk/asp/2015/6/contents/enacted>

Community Empowerment (Scotland) Act 2015 (Summary)

<https://www.gov.scot/publications/community-empowerment-act-easy-read-guidance/>

Equality and Human Rights Commission

<https://www.equalityhumanrights.com/sites/default/files/assessing-impact-public-sectory-equality-duty-scotland.pdf>

National health and wellbeing outcomes framework

<https://www.gov.scot/publications/national-health-wellbeing-outcomes-framework/>

Care Inspectorate

<https://www.careinspectorate.com/>

Supporting Participation and Engagement

If you are attending any of our participation and engagement events or meetings we can support you.

Voluntary Action East Renfrewshire (VAER) will manage this process for us.



hello@va-er.org.uk



This document can be explained to you in other languages and can be provided in other formats such as large print and braille.

For further information please contact **Customer First** on **0141 577 3001**
customerservices@eastrenfrewshire.gov.uk

DRAFT

Strategy development date: 21.8.20
This Strategy is due for renewal 21.8.23

Participation and Engagement
Implementation Group

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A report on our journey to develop the Participation and Engagement Strategy 2020 - 2023



East Ren HSCP

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Content

1. Background
2. Our pathways
3. Our risks and assumptions
4. The journey to develop the strategy - summary
5. The journey to develop the strategy - detailed findings
6. Conclusions
7. Our evidence standards

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About This Work

This Outcome Map describes the process to develop a new Participation and Engagement strategy for East Renfrewshire Health and Social Care Partnership and also maps how taking a co-productive approach will contribute to improved outcomes for people in East Renfrewshire.

Aims and Objectives

Our people, our partners, our staff and those who receive support will be engaged with, involved and will participate in ways that are meaningful to them.

East Renfrewshire will deliver a strategy that supports and resources new ways of engagement, and embraces digital platforms.

East Renfrewshire will deliver a strategy that has a focus on prevention, choice and stronger communities. People will have a strong and collective ownership of the strategy and will be enabled to share their views.

East Renfrewshire will have a coordinated approach to community engagement and participation which will minimise duplication and over consulting, support both planned and responsive priorities for engagement and enable a feedback loop to engagement activities – A “You said - We did” approach.

Context for Delivery

The HSCP requires an updated Participation and Engagement Strategy to meet the principles of a number of external drivers for change. For example

- Self-directed Support (Scotland) Act 2013
- Community Empowerment (Scotland) Act 2015
- Carers (Scotland) Act 2016
- Principles for community empowerment Audit Scotland 2019
- National Standards for Community Engagement
- 7 golden rules of Participation - Children and Young Peoples' Commissioner Scotland 2015
- COSLA – Engagement Strategy (Draft) 2019
Framework for Community Health and Social Care Integrated Services – Scottish Government November

The HSCP requires a Participation and Engagement Strategy that supports the HSCP Strategic Commissioning Objectives. The engagement activities which are necessary to support our strategic aims and objectives will be reinforced by our active commitment to choice and control and partnership working with the Implementation Group:

- Locality Planning
- East Renfrewshire Carers Centre
- Talking Points
- East Renfrewshire Community Planning
- Third Sector Interface –VAER
- Your Voice
- NHS Greater Glasgow and Clyde
- ERC Communications Team

The formation of this group coincided with Covid 19 and lockdown measurements. This additional challenge impacts on the Council and HSCP priorities. However, developing a coproduced strategy in this time also provides a wealth of learning and experience about how we as staff, people, and community partners can continue to be inclusive in our engagement activities and build capacity for community led supports.

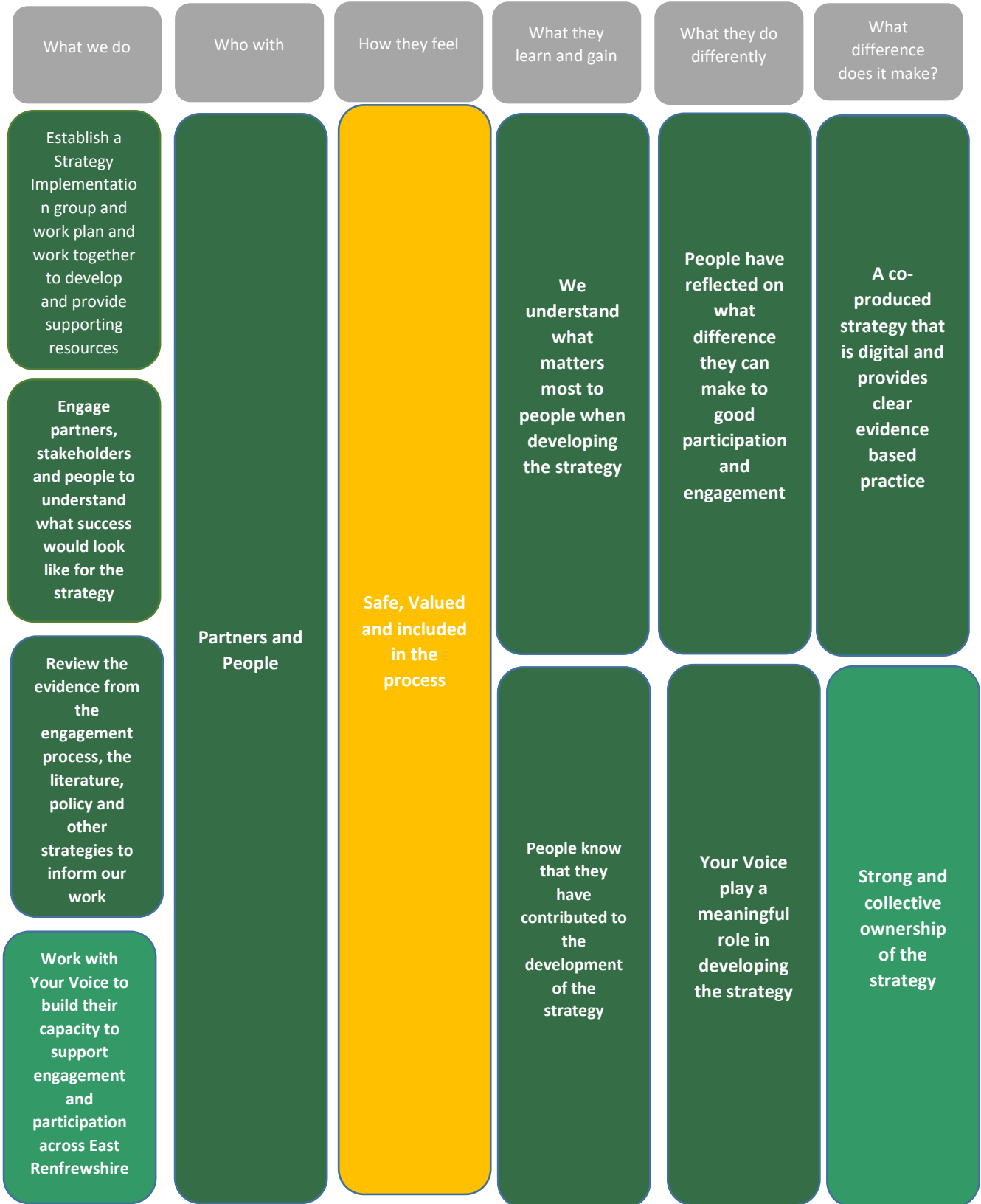
Methodological Approach

The work shown in this report has been carried out using the Matter of Focus approach. The Matter of Focus approach is a theory-based approach to outcome monitoring and evaluation, learning and improvement that builds on contribution analysis. In using the approach, we have gone through a logical and structured process of:

- Developing a theory of change for our project informed by an understanding of the context in which we operate.
- Agreeing one or more outcome maps that show how we think our activities contribute to outcomes, and what needs to be in place to make this happen.
- Identifying clear change mechanisms by which our project or programme works. These are shown in our pathways.
- Developing a plan to gather data to understand whether or not we are making the progress towards outcomes we hope. This includes integrating current data and information we collect, as well as capturing data specifically for this purpose.
- Systematically reviewing this data against each of the stepping stones for each pathway in the outcome map.
- Summarising key findings against each of the stepping stones to tell our contribution story.

This report has been produced in OutNav. OutNav is a software system developed by Matter of Focus that supports organisations to take a collaborative and outcome focused approach to evaluation planning, implementation analysis and reporting.

Our pathways



What we do

Establish a Strategy Implementation Group and implementation work plan and work together to develop and provide supporting resources

Establishing a Strategy Implementation Group was an important step to developing a coproduced strategy. The Participation and Engagement Implementation Group has successfully worked in partnership to develop the strategy and has built strong relationships and a foundation to continue to working together to support a shared work plan to implement the strategy objectives.

Engage partners and people to understand what success would look like for the strategy

We used different methods to engage with all of our partners, including group sessions, reflective surveys and digital engagement using Microsoft teams. We asked our partners to share their personal and group perspectives and then to think about what others would say too.

Some of our partners went on to further explore engagement with colleagues, people they support and their own community networks. They shared what matters when it comes to participation and engagement by telling us:

- "what will success look like?"
- "how will we know we achieve this?"
- "how will we know we are getting there?"

This purpose of adopting this approach was to support us to fulfil our ambitions to

- Let people know that we will develop a new Participation and Engagement Strategy that is inclusive of their ideas and will have a digital format.
- Provide each group a one page format of what they said
- Develop a combined one page format at a glance. This will be the thread that runs through the content of the strategy and our engagement with our people, our community, our partners, and our staff in East Renfrewshire.

Review the evidence from the engagement process, the literature, policy and other strategies to inform our work

The Implementation Group quickly adapted to new ways of collaborating and working together on the Strategy. We formed a Microsoft Teams group and used this format to share and review our thinking and our evidence.

We created shared files that included current Participation and Engagement strategies from other Local Authorities, documents relating to legislative drivers for change and ER drivers for change.

A Strategy Working Group was formed from the wider Implementation Group membership and has focused on finalising the draft.

Work with Your Voice to build their capacity to support engagement and participation across East Renfrewshire

Your Voice is a group of individuals and organisations who are interested in how Health and Social Care services are designed and delivered in East Renfrewshire.

The HSCP asked Your Voice to consider supporting them to develop the new strategy and be a key partner in supporting its implementation. Your Voice held planning a meeting in November 2019 to consider participation and engagement in the context of the feedback from both the then recent Strategic Inspection and the emergence of new HSCP Locality Planning Forums. The group captured feedback on who they are connected to now, the nature of these connections and how they could improve these. They then hosted a wider community event in January 2020 to further these connections and begin to define their shared purpose and next steps.



(November 2019)



(January 2020)

The Your Voice February meeting was attended by HSCP Chief Officer Julie Murray. This looked at areas of involvement for Your Voice - Care Opinion, HSCP Volunteer expenses form, and the development of the strategy.

Further Meetings in March and April continued these discussions, and also focused on how Your Voice can development its capacity to be specifically involved in the work around strategy development.

Who with

Partners and People

The Strategy Implementation Group

We asked key staff across East Renfrewshire Community Planning and HSCP who have a role in participation and engagement to form this Group. Along with the Carers Centre and Voluntary Action East Renfrewshire as our 3rd sector interface organisation the group began to meet in March 2020. The group also reached out to representation from Your Voice East Renfrewshire as community partners and our HSCP digital partners to support the development of the Strategy. This group has been referenced above (Context for Delivery)

HSCP Staff, Third Sector Partners and Groups

Regarding our aims and objectives, it was important that engagement about the strategy was wide ranging and included *“Our people, our partners, our staff and those who receive support”*.

We facilitated engagement events with HSCP staff teams e.g. Criminal Justice Team, Commissioning Team, Learning Disability Day Services Teams. We also received feedback from Voluntary Action, The Carers Centre and The Self Directed Support Forum staff teams.

Speaking to East Renfrewshire Locality Forums and Talking Points was also important as each of these groups represent a wide range of Statutory and Third Sector partner organisations within East Renfrewshire. In this context, we directly engaged with 35 different organisations between both these forums

We also captured feedback from people and families who use services with the support of Local Area Coordination from Enable Scotland, who facilitated digital engagement events.

Your Voice

Your Voice is a group of people who share an interest in making sure there are opportunities for public involvement in the planning of new services. It was formed in 2006 (originally as the Public Partnership Forum). There is currently representation on the group from older people, carers, mental health, disability, faith organisations.

Your Voice has group members on formal committees and HSCP groups

- Integration Joint Board
- Care Governance Monitoring Group
- Strategic Planning Group
- Locality Forums

The group had a statutory function under the previous Community Health and Care Partnership structure. They have continued to work closely with the HSCP and were identified as a key partner in developing the new strategy and supporting its implementation

It is a small group but it is always trying to get more people involved. The group is looking at how they can best do this - through social media/publicity etc - and identify any support they can get.

How they feel

Safe, valued and included in the process

The Strategy Implementation Group

Strategy Implementation Group member

“For me the approach has felt joined up and not just an HSCP document or perspective”

HSCP Staff, Third Sector Partners and Groups

“It was good to be involved in the process at an early stage and to feel that our contribution means something. Partners working together and being included from the outset shows our views are important and best supports carers.”

East Renfrewshire Carers Centre

Locality Forum member

“I felt confident in being able to express my views, comments and opinions on the strategy and feel optimistic that these are listened to”

Your Voice

With the difficulties in meeting publicly due to Covid 19 telephone engagement was carried out with all Your Voice members in May to find out

- how they were doing
- how they felt about the group continuing in the current climate
- what tech they had and how confident were they in trying different methods of meeting
- anything they specifically wanted to be involved in? I.e. Strategy, care opinion, publicity etc.
- anything else they would like to share

Feedback was collated in a report and comments were positive overall, despite the current situation

“To get things right it’s ok to get some things wrong. That’s how we learn”

Opportunities - if not Covid 19 then none of this would be happening – good time to be doing things/good feeling about being involved at the moment. Feel more connected than before.”

“useful to get out of our comfort zone”

The group decided to try Microsoft Teams and the subsequent June meeting was the best attended one for some time. Everyone that was able to attend did so.



What they learn and gain

We understand what matters most to people about the process of engagement when developing the strategy

Engaging with a range of stakeholders about "What success looks like?" "how will we achieve it?" and "How will we know we are getting there?" has enabled each groups reflection about what difference they can make within their own engagement activities. Each group were given their own "one page reflection"

Implementing East Renfrewshire Participation & Engagement Strategy Talking Points	Implementing East Renfrewshire Participation & Engagement Strategy Talking Points
What will success look like?	How will we achieve this?
For Team Talking Points	<p>We have the resources we need to be accessible to the community</p> <p>We have truly person centred stories that we share and gather. These stories capture the journey of people and the impact Talking Points and partners have.</p> <p>We don't just follow targets, we slow down, we build in flexibility and we go with the flow of what emerges as important to people.</p> <p>We get together but we use different approaches. We can use different methods to do this and we learn and explore how to do this.</p> <p>We engage with our community about what good participation and engagement looks like for them</p> <p>Engagement is focused on what matters to people</p>
<p>Local people know all about Talking Points and understand what we do</p> <p>Talking Points partners are part of busy hubs and our time is effectively used there</p> <p>The Talking Points team have great relationships with each other, we trust each other and we know what each other does.</p> <p>Talking Points partners all buy into a core value of person centred support, conversations and relationships. We support choice and control and safe spaces for people to talk confidentially</p> <p>Talking Points is accessible not only in its geography by being easy to get to, but also in being available outside traditional work times, using different ways to get their message out there to different people who need different communication approaches.</p> <p>We give confidence to people and don't exclude people</p> <p>We get feedback about people's experience of Talking Points and we monitor this regularly to use as evidence.</p> <p>We have good directories available and can signpost people to what matters most to them.</p> <p>We will know we are successful when there is confidence in our communication both internally and front facing</p> <p>Open channels of communication and free flowing information between stakeholders - service providers, community groups, and local people</p> <p>Engagement is focused on what matters to people</p> <p>Successful participation looks good when we are engaging with those who are harder to reach and more excluded</p>	How will we know we are getting there?
For the community, its groups and networks	<p>We will know by knowing who we are reaching. We monitor this.</p> <p>We will have great stories. We hear the great news stories about Talking Points</p> <p>We always have the right people around the table.</p> <p>We have different ways of working. Not all our meetings have to be face to face but we value this as important.</p> <p>We have more and more community members and groups as Talking Points partners</p> <p>We make regularly make time for creative thinking and reflection</p> <p>We feel like we are an entity owned by everyone.</p> <p>Team members have increased confidence about local resources and service provision.</p> <p>When we are engaging with those who are harder to reach and more excluded</p> <p>When there is confidence in our communication both internally and front facing</p>
<p>We know all about Talking Points</p> <p>Talking Points and is accessible to us</p> <p>We know it works.</p> <p>People in the community are part of helping Talking Points</p>	

Your Voice

"I am doing this though Covid 19 and it has been a good time to reinvent ourselves....its bringing more people together and making different connections than I would have done before"

People know that they have contributed to the development of the strategy

In support of our aims and objectives that people will be enabled to share their views we developed a “strategy at a glance” insert that is central to evidencing the contribution of others to develop this strategy.



This knowledge base of "You said" from the different perspectives of all our partners will continue to inform our purpose and principles as we move forward to our next phase of engagement and participation work plan "We will"

What they do differently

People have reflected on what difference they can make to good participation and engagement

Both the Talking Points Team and the Locality Forums are now beginning to use this information as a starting point to developing a process of participation and engagement around recovery planning as they come into new phase of the Covid 19 pandemic. This intelligence about what matters to them as a group and what successful participation means to them will support their direction as they move forward.

Talking Point members from across a wide range of third sector and statutory organisations, had the opportunity to give their feedback on what successful Participation and Engagement looks like for ourselves and the community, how we will achieve it and what markers will let us know we are achieving it.

The paper that was produced from this engagement was sent out prior to the Recovery Groups first meeting to all participants. This allowed us all to reflect on what we should be achieving as we moved forward as well as what we need to put in place that would allow us to properly engage with our residents.


The Talking Points Recovery Group Lead

“The strategy planning session has encouraged our organisation to consider the contribution we can make to good participation and engagement in the locality and has enabled us to reflect on how we can better promote this in our business”

Locality Forum member

Your Voice play a meaningful role in developing the strategy

Collaborative working with our contributors has happened early on in the stage of the strategy development. Your Voice were involved at the very beginning of this process, thinking about their purpose and potential as a group and building relationships that support their new purpose statement



East Renfrewshire

What we do: Inform planning, development and delivery of health and social care services

How: share information and feedback through research, community engagement, and lived experience.

Recent Your Voice activity includes:

- **Care Opinion** – Your Voice members have met with Care Opinion staff and are advising on the Care Opinion “service tree” for East Renfrewshire. They will also support public awareness of Care Opinion and have a possible role in helping people to use it..
- **Strategy Working Group** - Your Voice have two members on the strategy working group which is developing the strategy to take to the wider Implementation Group. The full group have also seen and commented on the various drafts at Your Voice meetings
- **Participation & Engagement expenses** – Your Voice is working with Voluntary Action and the HSCP to finalise a process that supports payment of expenses to anyone supporting Participation and Engagement on behalf of HSCP. A particular focus is on replacement care for carers to be able to participate.

What difference does it make?

A co-produced strategy that is digital and provides clear evidence based practice

As we increasingly use new ways to communicate and engage with each other in the context of the impact of Covid 19, it is now more important than ever to reach our people, our partners, our staff and those who receive support in ways that matter

most to them. Having an additional format of a digital strategy supports this offer of alternative communication and access to supports and resources

Our digital strategy has been developed in collaboration with a Participation and Engagement Implementation group. In addition to the strategy development this group has also formed positive relationships based on a clear support for effective and collaborative consultation and participation which is evidenced based. The Implementation Group is keen to continue to use its shared digital TEAMS platform and OUTNAV to continue to the next phase of implementing strategy activity.

With the development of a new Council Website the Digital HSCP Participation and Engagement Strategy is here at the right time, and in the right place so that it can support us to inform, consult, involve, collaborate and empower our people, our communities and our staff.



Strong and collective ownership of the strategy

As outlined in the aims and objectives above we wanted to develop a “strong and collective ownership” of the developed Strategy. We believe this has been achieved with the people, partners, staff and those who receive support who have contributed to the engagement process in its development.

Furthermore, the development of the Participation and Engagement Implementation Group has built strong relationships through this forum for future partnership working between staff in the HSCP, Community Planning and third sector organisations. This group have reflected on what difference they can make to good participation and engagement and evidenced based planning and practice and are keen to continue an inclusive, collective work plan of activities that support ongoing implementation of the strategy


Your Voice as a group of community members and organisations have had an ongoing role in supporting the HSCP through their collective work in various groups. Their early collaboration with the development of the strategy through various working groups has supported new relationships, connections and opportunities to expand their role and purpose.

Risks and Assumptions

 **COVID has limited our capacity to engage partners as planned**


Risk

We have not had enough engagement to be confident that the strategy is robust?

 **Coproduction leads to decisions people don't like and they disengage from the process**


Risk

We do not look for examples where taking a co-productive approach has resulted in decisions that are unpopular or different than anticipated for some people

 **We have to do more coproduction with the same amount of resources and time**

Risk

We do not include the capacity of HSCP staff, wider partners and our communities to implement the work plans that support the aims and objectives of the strategy

 **People have access to technology in order to co-produce, we have permission to work in different ways and people want to work like this**


Assumption

We promote the provision of technology for those who would benefit. That people and communities are enabled to participate and engage in ways that matter to them.

 **There is time, resources and capacity to support co-production and this continues to be a strategic priority**

Assumption

The HSCP will explore the resource required to enable a “live, digital” version of the Strategy that is updated when necessary. The HSCP and the wider partnership will commit time and capacity from existing resources to continue to support the Participation and Engagement Implementation Group function.

 **Participation and Engagement is valued by the HSCP. Staff are supported to explore how they can collaboratively with people, communities and with wider partnerships**

Assumption

The HSCP and the wider partnership will have learning and development opportunities for their staff that support community participation, choice and control, good conversations and collaborative service redesign.

Conclusions

1. The Participation and Engagement Implementation Group are now a strong foundation for shared, planned, proactive engagement working to support the HSCP Strategic Commissioning intentions. We will continue as an implementation group to map out these activities and develop a shared Participation and Engagement work plan going forward.
2. The Implementation Group will have an asset based approach that supports our ongoing capacity for community participation and engagement.
3. Covid 19 Recovery Planning and our HSCP Strategic Plan will continue to be a central focus for Participation and Engagement. We will align these activities to our work plan
4. Your Voice will be supported to continue its strong links with the HSCP whilst building their capacity to become an independent focus for community engagement that builds pathways to community led supports, choice and control.
5. The group recognises the need to have a corporate approach to digital participation and engagement which addresses access and affordability in making opportunities available for everyone

Angie McGregor

August 2020

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