



Item No: 7

Meeting Date: Wednesday 29th August 2018

Glasgow City Integration Joint Board Public Engagement Committee

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STRATEGIC PLAN CONSULTATION UPDATE

Purpose of Report:	To outline the proposed approach to and draft plan for consultation on the IJB Strategic Plan 2019-22, both informal consultation ahead of publication of the draft plan, and formal consultation from late October 2018.
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Background/Engagement:	As referenced in the report.
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Recommendations:	The IJB Public Engagement Committee is asked to: a) note this report.
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Relevance to Integration Joint Board Strategic Plan:

Relates to the process of development of the next Strategic Plan.

Implications for Health and Social Care Partnership:

Reference to National Health & Wellbeing Outcome:	The Strategic Plan covers all national outcomes.
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Personnel:	Staff will have the opportunity to respond to the consultation on the draft Strategic Plan.
Carers:	Carers will be given the opportunity to respond to the consultation on the draft Strategic Plan.
Provider Organisations:	Provider organisations will be given the opportunity to respond to the consultation on the draft Strategic Plan.
Equalities:	A number of actions have been and will be taken to increase diversity of respondents to consultation and ensure a good level of engagement with equalities groups.
Financial:	A level of financial resource has been made available to support this activity, and spend will be managed through the Strategic Plan Working Group chaired by the Head of Business Development.
Legal:	The Public Bodies (Joint Working) (Scotland) Act 2014 and associated Regulations prescribe a minimum level of consultation that must be taken in development of IJB Strategic Plan. The proposed approach outlined in this paper satisfies and goes significantly beyond that minimum.
Economic Impact:	None
Sustainability:	None
Sustainable Procurement and Article 19:	None
Risk Implications:	Failure to adequately consult on the Strategic Plan presents a reputational risk to the IJB and to HSCP.
Implications for Glasgow City Council:	The Council will be asked to support consultation activity via their web and social media pages.
Implications for NHS Greater Glasgow & Clyde:	As above for the Council.

1. Purpose

- 1.1 To outline the proposed approach to and draft plan for consultation on the IJB Strategic Plan 2019-22, both informal consultation ahead of publication of the draft plan, and formal consultation from late October 2018.

2. Background

- 2.1 The Glasgow City Integration Joint Board ('the IJB') is required by statute to produce a Strategic Plan for health and social care within Glasgow City. Strategic Plans cover a three-year period, with the current plan running until March 2019. A revised plan is therefore required covering the period 2019-22.
- 2.2 Essential to the development of the Strategic Plan ('the Plan') is a robust Consultation, Engagement and Communications Strategy, to ensure that all stakeholders are aware of work being undertaken to develop the Plan and have an opportunity to contribute towards its development.
- 2.3 The Public Engagement Committee agreed the draft Consultation, Engagement and Communications Strategy for the Strategic Plan in May 2018 – paper available at <https://glasgowcity.hscp.scot/sites/default/files/publications/ITEM%20No%2006%20-%20Strategic%20Plan%20%E2%80%93%20Consultation%2C%20Communications%20and%20Engagement%20Strategy.pdf>
- 2.4 This report expands on the Consultation, Engagement and Communications Strategy, outlining a number of actions to be taken to support implementation of that strategy, along with an initial draft plan for consultation activity.

3. Informal Pre-Consultation Period

- 3.1 Ahead of formal consultation on the draft Strategic Plan, it is recognised that the breadth of engagement activity that already goes on across the HSCP provides a significant opportunity to have a series of conversations with individuals and groups, which will help inform the Strategic Plan.
- 3.2 Feedback from officers most closely involved with local communities is that framing such discussions as 'engagement' and focussing on high-level strategic documents will often discourage people from taking part in those discussions. Therefore, local engagement in the pre-consultation period has thus far taken the form of more general discussions around health and social care, focussing on what matters most to people who use our services.
- 3.3 It is further recognised that recent consultation and engagement on separate but related pieces of work such as the Mental Health Strategy, Review of Out of Hours Services, NHS Moving Forward Together etc. will have generated feedback that is as relevant and applicable to the IJB's Strategic Plan as to those specific programmes. Officers are therefore gathering and reviewing all such feedback for consideration in development of the Strategic Plan.

3.4 Key points and feedback from consultation and engagement activity carried out to date include:

- There are pockets of good practice across the city we should use as examples when developing services
- Services need to be person centred and not dictated by the resources available or the desire to have a particular 'model'
- Concerns re community supports being in place to support reductions in inpatient beds
- Other public services have a big role to play in health and social care, for example liaison between housing providers and HSCP services is key
- Keeping the public and communities informed and onside is vital
- We shouldn't refer to the 'aging population' as a negative thing, it is good that people are living longer
- Technology has a role to play in future, but need to accept that not everyone can or will use it
- Changing perceptions and expectations about health and social care services requires a long-term culture shift.

3.5 The local discussions, as outlined in 3.2 above, have largely taken place at meetings and sessions already arranged, to ensure best use of resources including the time of both officers and participants (for example, Locality Engagement Forums). Where a need for a bespoke meeting or session is identified, for example to meet the commitments within the Strategic Plan Consultation, Engagement and Communications Strategy of increasing the diversity of our engagement activity, such sessions will be arranged as required.

3.6 A mapping exercise has been carried out by the HSCP's Business Development Team and community engagement staff across the city to identify the key groups and networks with which the IJB / HSCP should aim to have these informal discussions. Where possible, existing meeting dates of such groups and networks will be used.

4. Formal Consultation Period

4.1 Subject to IJB approval, the draft Strategic Plan is expected to go out to consultation from 24 October 2018.

4.2 A range of channels will be used to support formal consultation on the Strategic Plan, including targeted messaging, general public messaging via websites and social media, bespoke events and inputs to other HSCP events and presentations to existing meetings of other groups and networks across the city.

4.3 It is anticipated that a number of dedicated city-wide consultation sessions on the draft Strategic Plan will be held. These would be based around the Transformation Programmes of the 3 care groups, linked to the five key priorities outlined in the Strategic Plan. Provisional dates for these sessions have been identified, and are included at Appendix 1.

- 4.4 In addition, it is expected that a standalone consultation and engagement session be held with the Housing sector to consider the housing elements of the Strategic Plan, and support development of the Housing Contribution Statement.
- 4.5 The Glasgow City HSCP Equality Working Group is planning an event in early November with key stakeholders from a range of equalities groups to consider progress towards meeting the IJB's equality outcomes. This session will also consider an input on the draft Strategic Plan, to further support engagement work with equalities groups across the city.
- 4.6 The mapping exercise noted in 3.6 above will be revisited to support development of a detailed engagement plan for formal consultation with stakeholders across the city. A draft at this stage is attached at Appendix 1.
- 4.7 A social media plan to support consultation activity is currently being developed. The social media plan will involve a range of platforms, be focussed around the key questions being asked in consultation on the Strategic Plan and aim to be interactive and inclusive. For example, it is anticipated that social media consultation will involve the use of short videos (including in British Sign Language) and animations that ask questions and invite comment.
- 4.8 The majority of consultation, engagement and communications activity will be carried out within existing resources, however there is likely to be a requirement for additional resources to be utilised to support some of the specific actions outlined in the Consultation, Engagement and Communications Strategy and in this report, for example venue hire costs.
- 4.9 In particular, to support engagement with equalities groups there may be a requirement to arrange bespoke sessions in venues most suited to the individuals or groups involved. Such sessions may also incur additional support costs, for example should there be a requirement for interpreters, or facilitation costs for third sector organisations asked to support such events.
- 4.10 The Chief Officer: Finance and Resources has identified available resource from existing budgets that can be made available to support this activity, and spend will be managed through the Strategic Plan Working Group chaired by the Head of Business Development.

5. Engagement with Equalities Groups

- 5.1 The Consultation, Engagement and Communications Strategy outlines a need to engage beyond the normal networks utilised by the IJB and HSCP, in particular to increase engagement with groups and networks spanning the Protected Characteristics as defined in the Equality Act 2010.
- 5.2 Officers have held discussions with a number of umbrella organisations who represent specific equalities groups working across the city, and in some cases nationally, on how best to increase representation from equalities groups.

5.3 These discussions have proven valuable in developing approaches to increasing diversity of engagement activity undertaken on behalf of the HSCP / IJB, and the options available to deliver this. Further discussions will take place with these umbrella organisations to discuss specific actions and proposals to support engagement activity in relation to the Strategic Plan, and to develop a framework approach for future consultation, engagement and communication activities.

6. Recommendations

6.1 The IJB Public Engagement Committee is asked to:

a) note this report.

Appendix 1 – Consultation Plan (late October 2018 to mid-January 2019)

Action	Main Target Audience (not exhaustive)	Timescale
Promotion via HSCP, Council and NHS web pages	<ul style="list-style-type: none"> - Public - Patients, Service Users and Carers - IJB Members - Council Elected Members and Health Board Members - Staff (HSCP) - Staff (other Council and NHS) - National and local representative groups and forums - Third and Independent sector organisations and independent contractors 	Throughout consultation period
Social media promotion	<ul style="list-style-type: none"> - Public - Patients, Service Users and Carers - IJB Members - Council Elected Members and Health Board Members - Staff (HSCP) - Staff (other Council and NHS) - National and local representative groups and forums - Third and Independent sector organisations and independent contractors 	Throughout consultation period
Event – Strategic Planning Forum	<ul style="list-style-type: none"> - Patients, Service Users and Carers - Staff (HSCP) - National and local representative groups and forums - Third and Independent sector organisations and independent contractors - Equalities groups - Housing associations / RSLs 	6 November 2018
Event – OP Transformation	<ul style="list-style-type: none"> - Patients, Service Users and Carers - Staff (HSCP) - National and local representative groups and forums - Third and Independent sector organisations and independent contractors - Equalities groups - Housing associations / RSLs 	29 November 2018

Action	Main Target Audience (not exhaustive)	Timescale
Event – Adults Transformation	<ul style="list-style-type: none"> - Patients, Service Users and Carers - Staff (HSCP) - National and local representative groups and forums - Third and Independent sector organisations and independent contractors - Equalities groups - Housing associations / RSLs 	6 December 2018
Event – Children’s Transformation	<ul style="list-style-type: none"> - Patients, Service Users and Carers - Staff (HSCP) - National and local representative groups and forums - Third and Independent sector organisations and independent contractors - Equalities groups - Housing associations / RSLs 	23 November 2018
Event – Housing	<ul style="list-style-type: none"> - Housing associations / RSLs - Patients, Service Users and Carers - Staff (HSCP) - National and local representative groups and forums - Third and Independent sector organisations and independent contractors - Equalities groups 	(date tbc)
Presentation – Equalities Groups (at HSCP Equalities Outcomes session)	<ul style="list-style-type: none"> - Equalities groups - Patients, Service Users and Carers - Staff (HSCP) 	7 November 2018
Presentation – Locality Engagement Forums	<ul style="list-style-type: none"> - Patients, Service Users and Carers 	November – December 2018
Presentation / meetings with equalities groups	<ul style="list-style-type: none"> - Equalities groups - Patients, Service Users and Carers 	Throughout consultation period
Targeted communication (email etc)	<ul style="list-style-type: none"> - National and local representative groups and forums - Third and Independent sector organisations and independent contractors - Equalities groups - Housing associations / RSLs - Staff (HSCP) - Staff (other Council and NHS) - IJB Members - Other Council Elected Members and Health Board Members - Other Health and Social Care Partnerships - Community Planning Partners 	November 2018

Action	Main Target Audience (not exhaustive)	Timescale
Article in HSCP newsletter	<ul style="list-style-type: none">- Public- Patients, Service Users and Carers- Staff (HSCP)- Targeted Council and Health Board senior managers- IJB Members- Council Elected Members and Health Board Members	November 2018