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Item No: 8

Meeting Date: Wednesday 28th August 2019

Glasgow City Integration Joint Board Public Engagement Committee

Report By: Allison Eccles, Head of Business Development
Contact: Steven Blair, Principal Officer (Business Development)
Tel: 0141 287 6752

EVALUATION OF CONSULTATION ON STRATEGIC PLAN

Purpose of Report:	The purpose of this report is to inform the IJB Public Engagement Committee on the findings of the evaluation of consultation activity undertaken during the development of the Strategic Plan 2019-2022.
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Background/Engagement:	<p>The consultation and engagement activity for the development of the Strategic Plan 2019-2022 was considered by the IJB Public Engagement Committee in May 2019. That report reviewed how well the consultation activity complied with the IJB and Partnerships' Consultation and Engagement Good Practice Guidelines.</p> <p>The guidelines recommend that it is good practice to evaluate consultation activity that is carried out, and the report to this Committee in May 2019 recommended that the Committee note that evaluation of the Strategic Plan Consultation would be carried out.</p>
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Recommendations:	<p>The IJB Public Engagement Committee is asked to:</p> <p>a) note the content of the report.</p>
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Relevance to Integration Joint Board Strategic Plan:

This report relates entirely to the evaluation of the consultation activity carried out to develop the IJB Strategic Plan 2019-22.
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Implications for Health and Social Care Partnership:

Reference to National Health & Wellbeing Outcome:	The Strategic Plan is required by statute to cover all national outcomes.
Personnel:	None
Carers:	The consultation was open to carers and those who provided contact details were invited to participate in this evaluation.
Provider Organisations:	The consultation included an event for providers. Providers who were invited to the event were also invited to participate in this evaluation.
Equalities:	The Consultation standards and guidelines make reference to the importance of consideration of equalities issues during consultations.
Fairer Scotland Compliance:	Not applicable
Financial:	None
Legal:	None
Economic Impact:	None
Sustainability:	None
Sustainable Procurement and Article 19:	None
Risk Implications:	None
Implications for Glasgow City Council:	None
Implications for NHS Greater Glasgow & Clyde:	None

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1. Purpose

- 1.1. The purpose of this report is to inform the IJB Public Engagement Committee on the findings of the evaluation of consultation activity undertaken during the development of the Strategic Plan 2019-2022.

2. Background

- 2.1. The consultation and engagement activity for the development of the Strategic Plan 2019-2022 was considered by the IJB Public Engagement Committee in [May 2019](#). That report reviewed how well the consultation activity complied with the IJB and Partnerships' [Consultation and Engagement Good Practice Guidelines](#).
- 2.2. The guidelines recommend that it is good practice to evaluate consultation activity that is carried out, and the report to this Committee in May 2019 recommended that the Committee note that evaluation of the Strategic Plan Consultation would be carried out.

3. Evaluation Process

- 3.1. A working group of key officers involved in the planning and delivery of the Strategic Plan consultation activity was held on Monday 10 June to discuss and agree the scope and methodology of the evaluation which should be:
 - Positive and constructive
 - Designed to highlight good practice and areas where improvements can be made
 - Not be lengthy or time consuming
 - Include the views of those who participated
- 3.2. The working group agreed the scope should cover the planning and pre-engagement stages, the consultation methods used, use of social media and the GCHSCP website, the consultation events and locality engagement forum/network contact.
- 3.3. The working group discussed the most effective methods of evaluating the consultation and agreed that a survey would be issued to all staff, organisations and service users who had been invited to and had participated in the Strategic Plan consultation.
- 3.4. The working group agreed that a focus group with the Strategic Plan Working Group and any other relevant Partnership officers should be held to gather views and reflections on the planning and pre-engagement stages of the consultation.
- 3.5. Additional focus groups were considered (for example, with external organisations, service users/patients etc.) however it was felt to be more practical and realistic to capture views of the various groups of stakeholders via the survey.

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- 3.6. The working group was asked to consider a draft set of questions to be asked in the staff focus group and survey, and provided feedback and comments on these before a final set of questions was agreed. The question set is shown in Appendix 1.
- 3.7. The online survey was made available via the Glasgow City HSCP website, and this was communicated to all that had been invited to and had participated in the consultation. Around 55 surveys were sent by post to people without access to email.

4. Survey Findings

- 4.1. The survey was open from 17 July until 6 August 2019. 153 people accessed the survey online, with 60 people going on to complete the survey in full online. 14 people completed and returned the survey by post. The complete findings of the survey are included as Appendix 2 to this report, however some key findings are outlined below.
- 4.2. The majority of respondents (63.8%) agreed that the time taken to carry out the consultation was sufficient. Those who disagreed commented that they would have liked more time to understand the information being presented and that the time of year was not ideal, with consultation activity cutting across the festive period.
- 4.3. The majority of respondents felt that the consultation had raised their awareness of the Strategic Plan (76.3%) and were clear on the purpose of the consultation (80.5%).
- 4.4. Of the respondents who had completed the consultation survey questions most (61.1%) felt that questions asked survey made them feel like they were influencing the Strategic Plan. Some felt there was “too much jargon” in the Plan to be able to answer questions about it, and some felt that decisions about the Plan had been made before asking the questions. This was reflected in only 13% of respondents thinking that Strategic Plan had changed as result of their responses to the consultation questions.
- 4.5. Over half of the respondents (58.3%) saw information about the consultation on the Glasgow City HSCP website, with the majority of these respondents finding the information on the website helpful (90.4%) and easy to understand (92.8%).
- 4.6. Less than a quarter of the respondents (22.2%) saw information about the consultation on social media channels, with some commenting that they don't access social media. Suggestions for improvement included encouraging more partners to follow HSCP social media accounts, targeting social media activity to groups that are more likely to engage with it and increasing HSCP leadership visibility on social media accounts.

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- 4.7. Of the 48% of respondents who did not attend any of the consultation events, the most common reasons stated for not doing so was that the dates and/or times of the events did not suit (41%, 29%) or that they did not know about the events (26.4%). Comments included those from staff who would have liked to attend but were unable to take time off work to do so.
- 4.8. Of those that did attend one or more of the events, the majority agreed that they felt able to provide feedback about the Plan (70.4%), that they felt able to ask questions about the Plan (74.3%), that the information provided about the Plan was useful (74.3%) and that they felt listened to at the event (60%). However less than half (41.7%) agreed that there was the right mix of people at the event, many noting that there were a lot of staff at the events.
- 4.9. The overwhelming majority of respondents who attended the events (97.1%) did feel that the themes of the events were of interest to them.
- 4.10. About a third of respondents (29.1%) said they received information about the consultation from one of the Locality Engagement structures. Of these, the majority (85.7%) found the information they received useful or very useful.
- 4.11. Only 14% of respondents felt that there were enough opportunities in local communities to provide feedback on the Strategic Plan, with people commenting that there should be more events in local communities and more opportunities to get information about the Strategic Plan and have the time to understand it.
- 4.12. The majority of respondents (87.4%) did not, or did not know, if their involvement in the consultation made a difference to the final version of the Strategic Plan. In terms of suggestions for other ways to get involved and general comments, the most prevalent were that there should be more consultation events in local communities and a view that decisions about the content of Strategic Plan are already made before the consultation.

5. Focus Group findings

- 5.1. The staff focus group was held in Commonwealth House on 23 July 2019, followed by individual discussions with the 3 locality Community Engagement Officers on 29 July, 31 July and 2 August. All were asked to give their views and reflections on the set of questions shown in Appendix 1 along with any other relevant aspect of the consultation activity.
- 5.2. There was broad agreement that the number of participants in the consultation was very positive, particularly in comparison to previous consultations and there was a real sense that the consultation activity had increased awareness of the Strategic Plan.
- 5.3. The participants agreed that the timescales of planning activity were sufficient, but echoed the view of the survey respondents that the timing of the consultation activity was problematic and that starting that activity earlier (rather than compressing it) may be an improvement.

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- 5.4. There was agreement that the balance of attendees at the consultation events was in favour of staff over service users. The city centre location of the events was felt to be beneficial for staff attending, but not for people from local communities which was a view shared by survey respondents.
- 5.5. In terms of the number of staff attending the event, it was felt that this contributed to the good quality of discussion at the events and also raised awareness of the Strategic Plan in this group. The focus group considered that future events should perhaps be tailored for staff and ways found to enable more front-line staff to attend these.
- 5.6. A strong view was expressed that engagement with people using our services is best undertaken in local communities with local engagement planned separately by linking in with existing local community and third sector networks and forums. There was agreement that to improve local engagement with the Strategic Plan consultation we need to actively involve other planning partners, especially the Community Planning Partnership, and strengthen links with existing community development activity across the city (for example, Thriving Places).
- 5.7. All participants agreed that this consultation had been positive and had seen an improvement in participation levels compared to previous years. In terms of engagement with service users and local communities, all agreed that consulting on the whole Strategic Plan was possibly unwieldy and not of great interest for many of those who participated. It was suggested that a more effective approach would be to consult on 'chunks' of the Strategic Plan that were of interest to specific groups of people.

6. Conclusions

- 6.1. The survey of stakeholders, staff focus group and discussions with Community Engagement Officers all produced similar findings that were, on the whole, positive about the Strategic Plan consultation. The majority of responses indicated that the consultation was carried out in line with the principles of the Good Practice guidelines.
- 6.2. In terms of areas for improvement, there were comments from several respondents that they did not feel listened to and that there should be better opportunities for community involvement in the consultation.
- 6.3. In terms of participants not feeling listened to this was exemplified by the low number of people who felt their input to the consultation had no influence on the content of the final Strategic Plan. It should be noted that these comments often appeared to be more general feedback rather than specific to the Strategic Plan consultation.
- 6.4. Consideration will be given to strengthening the guidelines so that future consultation planning includes identifying appropriate ways to increase visibility of what action is taken following feedback received from consultation participants.

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- 6.5. In terms of improving opportunities for community involvement, this will be considered during the review of Participation and Engagement arrangements across the Partnership. This programme of work includes a review of both the Locality Engagement Forums and the Strategic Planning Groups as well as the Participation and Engagement Strategy.

7. Recommendations

- 7.1. The IJB Public Engagement Committee is asked to:
 - a) note the content of this report.

Consultation Evaluation: Agreed Questions

Consultation Activity	Question	Focus Group	Survey
Planning & Pre-engagement	1) Do you think the timescales for planning the consultation activity were sufficient?	X	
	2) Do you think the timescales for carrying out the consultation activity were sufficient?	X	X
	2a) Please explain your answer to the previous question	X	X
	3a) Did the consultation raise awareness of the Strategic Plan and how stakeholders could contribute to its development?	X	
	3b) Did the consultation raise your awareness of the Strategic Plan and how stakeholders could contribute to its development?		X
	4a) Was the purpose of the consultation clearly articulated to stakeholders (i.e. what we were consulting on and why)?	X	
	4b) Was the purpose of the consultation clear to you? (i.e. what we were consulting on and why)		X
	5) Which areas of the planning for the Strategic Plan consultation do you feel worked well/were effective?	X	
	6) Where could the planning for the Strategic Plan consultation have been improved?	X	
	Consultation questions	7) Did you complete the consultation questions (e.g. via electronic survey, by post or email)?	
7a) If Yes, did the questions asked in the survey make you feel you were influencing the content of the Strategic Plan?			X
7b) Do you think the Strategic Plan changed as a result of the feedback you gave during the consultation?			X
GCHSCP website	8) Did you see any of the information on consultation on the GCHSCP website?		X
	8a) Did you find the information on the website helpful?		X
	8b) Did you find the information on the website easy to understand?		X
Social Media	9) Did you see any of the information on the consultation on social Media (e.g. Glasgow City Council Facebook or GCHSCP Twitter)?		X
	10) What improvements could be made to how we use social media in consultations?	X	X
	11) What improvements could we make in targeting certain groups in consultation activity via social media?	X	
Events	12) Did you attend any of the events arranged by GCHSCP to discuss the Strategic Plan?		X
	12a) If no, is there any reason you did not attend one of the events?		X
	13) Do you think there were enough events to enable people to get involved in the consultation?	X	X
	14) Did the events take place in locations/venues that enabled and encouraged people to come along?	X	X
	15) Thinking about the event(s) you attended please indicate how much you agree or disagree with the following statements:		
	16) Were the themes at the events based on areas of health and social care that were of interest to you?		X




Locality Engagement Forum contact	17) Did you receive any information about the Strategic Plan Consultation from any of the three Locality Engagement Forums?		X
	17a) If yes, how would you rate the information you received?		X
	17b) If Yes, how would you rate the amount of information you received?		X
	18) Was there any information you would have liked to have received as part of engagement with the LEFs?		X
	19) Were there enough opportunities within local communities to provide feedback on the Strategic Plan?		X
	19a) If No, what other local opportunities to get involved in the consultation would you like to have had?		X
General	20) Do you have any feedback on the consultation questions asked?	X	
	21) Do you think the HSCP provided enough opportunities for stakeholders to influence the Strategic Plan?	X	X
	22) Do you think your involvement in the consultation made a difference to the final version of the Strategic Plan?		X
	23) Did the consultation increase your awareness of the aims /aspirations and priorities of the IJB/HSCP?		X
	24) Do you feel the consultation provided you an opportunity to shape how health and social care services are planned in Glasgow City?		X
	25) Are there other ways of getting involved that should have been used for the consultation?		X
	26) General comments/reflections	X	X

Focus Group A: 14 questions




Survey: 16 questions (minimum), 28 questions (maximum)




Evaluation of Strategic Plan Consultation



Survey Responses




1. The consultation started in October 2018 and concluded in January 2019. Do you think the time taken to carry out the consultation activity was sufficient?				
			Response Percent	Response Total
1	Yes		63.89%	46
2	No		20.83%	15
3	Don't know		15.28%	11
			answered	72
			skipped	2




2. Did the consultation raise your awareness of the Strategic Plan and how stakeholders could contribute to its development?				
			Response Percent	Response Total
-1	Yes		76.39%	55
2	No		19.44%	14
3	Don't know		4.17%	3
			answered	72
			skipped	2

3. Was the purpose of the consultation clear to you (i.e. what we were consulting on and why)?				
			Response Percent	Response Total
1	Yes		80.56%	58
2	No		16.67%	12
3	Don't know		2.78%	2
			answered	72
			skipped	2

4. Did you complete the consultation questions (e.g. via electronic survey, by post or email)?					Response Percent	Response Total
1	Yes				52.78%	38
2	No				19.44%	14
3	Don't know / can't remember				27.78%	20
					answered	72
					skipped	2

5. Did the questions asked in the survey make you feel your were influencing the content of the Strategic Plan?					Response Percent	Response Total
1	Yes				61.11%	22
2	No				38.89%	14
					answered	36
					skipped	38

6. Do you think the Strategic Plan changed as a result of the responses you gave to the consultation questions?					Response Percent	Response Total		
1	Yes				13.16%	5		
2	No				39.47%	15		
3	Don't know				47.37%	18		
Analysis	Mean:	2.34	Std. Deviation:	0.7	Satisfaction Rate:	67.11	answered	38
	Variance:	0.49	Std. Error:	0.11			skipped	36

7. Did you see any of the information about the consultation on the Glasgow City HSCP website?					Response Percent	Response Total		
1	Yes				58.33%	42		
2	No				29.17%	21		
3	Don't know / can't remember				12.50%	9		
Analysis	Mean:	1.54	Std. Deviation:	0.71	Satisfaction Rate:	27.08	answered	72
	Variance:	0.5	Std. Error:	0.08			skipped	2



8. Did you find the information on the website helpful?				
			Response Percent	Response Total
1	Extremely		4.76%	2
2	Very		35.71%	15
3	Somewhat		50.00%	21
4	Slightly		4.76%	2
5	Not at all		4.76%	2
			answered	42
			skipped	32








9. Did you find the information on the website easy to understand?				
			Response Percent	Response Total
1	Extremely		9.52%	4
2	Very		28.57%	12
3	Somewhat		54.76%	23
4	Slightly		4.76%	2
5	Not at all		2.38%	1
			answered	42
			skipped	32




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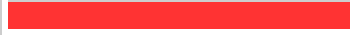


10. Did you see any information about the consultation on social media (e.g. Glasgow City Council's Facebook or the GCHSCP's Twitter accounts)?				
			Response Percent	Response Total
1	Yes		22.22%	16
2	No		66.67%	48
3	Don't know / can't remember		11.11%	8
			answered	72
			skipped	2

11. What improvements could be made to how we use social media in consultations?				
			Response Percent	Response Total
1	Open-Ended Question		100.00%	28
			answered	28
			skipped	46



12. Did you attend any of the events arranged by GCHSCP to discuss the Strategic Plan?				
			Response Percent	Response Total
1	Yes		51.39%	37
2	No		48.61%	35
			answered	72
			skipped	2

13. Is there any reason you did not attend one of the events? (please select all that apply)				
			Response Percent	Response Total
1	Did not know about them		26.47%	9
2	Wasn't interested in participating in an event		2.94%	1
3	The dates did not suit		41.18%	14
4	The times did not suit		29.41%	10
5	The venues did not suit		17.65%	6
6	The topics were not relevant to me		5.88%	2
7	Other (please specify):		17.65%	6
			answered	34
			skipped	40

14. Do you think there were enough events to enable people to get involved in the consultation?				
			Response Percent	Response Total
1	Yes		50.00%	18
2	No		33.33%	12
3	Don't know		16.67%	6
			answered	36
			skipped	38

15. Did the events take place in locations/venues that enabled and encouraged people to come along?				Response Percent	Response Total
1	Yes			77.14%	27
2	No			11.43%	4
3	Don't know			11.43%	4
				answered	35
				skipped	39

16. Thinking about the event(s) you attended, please indicate how much you agree or disagree with the following statements? (please select a response to each statement)						
	Strongly agree	Agree	Disagree	Strongly disagree	Neither agree or disagree	Response Total
I felt able to provide feedback about the Strategic Plan	14.3% (5)	57.1% (20)	5.7% (2)	5.7% (2)	17.1% (6)	35
I felt able to ask questions about the Strategic Plan	14.3% (5)	60.0% (21)	8.6% (3)	2.9% (1)	14.3% (5)	35
I felt the information provided about the Strategic Plan was useful	8.6% (3)	65.7% (23)	11.4% (4)	5.7% (2)	8.6% (3)	35
I felt listened to at the event(s)	14.3% (5)	45.7% (16)	20.0% (7)	8.6% (3)	11.4% (4)	35
I felt that it was right mix of people at the event(s)	11.1% (4)	30.6% (11)	30.6% (11)	5.6% (2)	22.2% (8)	36
					answered	36
					skipped	38

17. Were the themes at the events based on areas of health and social care that were of interest to you?The themes for the event were:• Children’s Services• Adult Services• Older People’s Services• Housing• Primary Care• Strategic Planning Forum• Providers (Social Care)				Response Percent	Response Total
1	Yes			97.14%	34
2	No			2.86%	1
				answered	35
				skipped	39




18. Did you receive any information about the Strategic Plan consultation from any of the three Locality Engagement structures (i.e. North West LEF, North East LEF or South locality engagement network)?				
			Response Percent	Response Total
1	Yes		29.17%	21
2	No		47.22%	34
3	Don't know / can't remember		23.61%	17
			answered	72
			skipped	2




19. How would you rate the information you received?				
			Response Percent	Response Total
1	Very useful		23.81%	5
2	Useful		61.90%	13
3	Not useful		14.29%	3
			answered	21
			skipped	53




20. How would you rate the amount of information you received?				
			Response Percent	Response Total
1	Too much		14.29%	3
2	About right		71.43%	15
3	Not enough		14.29%	3
			answered	21
			skipped	53




21. Were there enough opportunities in local communities to provide feedback on the Strategic Plan?				
			Response Percent	Response Total
1	Yes		14.08%	10
2	No		30.99%	22
3	Don't know		54.93%	39
			answered	71
			skipped	3

22. What other local opportunities to get involved in the consultation would you like to have had?			Response Percent	Response Total
1	Open-Ended Question		100.00%	14
			answered	14
			skipped	60

23. Do you think the Glasgow City HSCP provided enough opportunities for stakeholders to influence the Strategic Plan?			Response Percent	Response Total
1	Yes		37.50%	27
2	No		33.33%	24
3	Don't know		29.17%	21
			answered	72
			skipped	2

24. Do you think your involvement in the consultation made a difference to the final version of the Strategic Plan?			Response Percent	Response Total
1	Yes		12.50%	9
2	No		45.83%	33
3	Don't know		41.67%	30
			answered	72
			skipped	2

25. Did the consultation increase your awareness of the aims, aspirations and priorities of the Integration Joint Board and the Health and Social Care Partnership?			Response Percent	Response Total
1	Yes		72.22%	52
2	No		16.67%	12
3	Don't know		11.11%	8
			answered	72
			skipped	2

26. Do you feel the consultation provided you an opportunity to shape how health and social care services are planned in Glasgow City?				
			Response Percent	Response Total
1	Yes		31.94%	23
2	No		47.22%	34
3	Don't know		20.83%	15
			answered	72
			skipped	2

27. Are there other ways of getting involved that should have been used for the consultation?				
			Response Percent	Response Total
1	Open-Ended Question		100.00%	29
			answered	29
			skipped	45

28. Do you have any other general comments or reflections about the Strategic Plan consultation?				
			Response Percent	Response Total
1	Open-Ended Question		100.00%	29
			answered	29
			skipped	45