



Item No: 4

Meeting Date: Monday 28 November 2016

Glasgow City Integration Joint Board Public Engagement Committee

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COMMUNICATIONS CHANNELS AND DEVELOPMENT UPDATE

Purpose of Report:	To provide an update on the channels used by the Glasgow City Health and Social Care Partnership to communicate with stakeholders and communications development work being progressed.
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Recommendations:	The Integration Joint Board Public Engagement Committee is asked to: a) note the contents of this report.
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Implications for IJB:

Financial:	The cost for the development of the Partnership's website will be confirmed following the procurement process for the tender specification.
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Personnel:	None.
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Legal:	None.
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Economic Impact:	None.
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Sustainability:	None.
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Sustainable Procurement and Article 19:	The procurement for the development of the Partnership's website will be compliant with European Union procurement law and regulations and NHS Greater Glasgow and Clyde procurement policies and procedures.
Equalities:	<p>The updated Communication Strategy will be subject to an Equality Impact Assessment.</p> <p>The development of the Partnership's website will be consistent with Government accessibility guidelines.</p> <p>The Partnership's Health and Social Care Integration newsletter can be made available in alternative languages upon request if Google Translate cannot be used.</p>
Implications for Glasgow City Council:	The development of the Partnership's website will require support from Partnership staff.
Implications for NHS Greater Glasgow & Clyde:	The development of the Partnership's website will require support from Partnership staff and NHS Greater Glasgow and Clyde IT Procurement.
Risk Implications:	Without a clear and consistent approach to communications there is a risk that the Integration Joint Board and the Partnership do not engage with patients, service users and carers in the manner envisaged in the Public Bodies (Joint Working) (Scotland) Act 2014.

1. Background

- 1.1 Effective communications make a vital contribution to the success of the Glasgow City Health and Social Care Partnership ensuring that its stakeholders are aware of, understand and are engaged in its work. In addition, under the Public Bodies (Joint Working) (Scotland) Act 2014, the Integration Joint Board has a statutory responsibility to communicate with its stakeholders.
- 1.2 At the previous Glasgow City Integration Joint Board Public Engagement Committee held on 13 September 2016, the Head of Business Development was instructed to provide an update report on communications channels and the development of the Partnership's external website.
- 1.3 This paper largely focusses on electronic communications and activity to communicate with large audiences, both internal and external to the Partnership. It is acknowledged that a significant degree of communications activity takes place in localities and at an individual level, often face to face, at engagement sessions or in writing. Actions to promote and enhance such activity are outlined in a separate paper to this committee on the Integration Joint Board's Participation and Engagement Strategy and associated action plan.

2. Communications Stakeholders and Channels

2.1 The Partnership comprises of a range of stakeholders to communicate with: Council and Health Board staff; members of the Integration Joint Board and its committees; Council Elected Members and Health Board Non-Executive Directors; service users, patients, carers and their representatives and the third and independent sectors among others. The wider public and external organisations also are likely to have an interest in information communicated by and about the Partnership.

2.2 Further, the channels (that is, methods/tools) used to communicate with stakeholders will depend on a number of variables – the subject matter of what is being communicated, what it seeks to achieve, its urgency and its audience. Not all stakeholders will engage with all communications channels, therefore a variety of channels need to be used.

2.3 To support the development and implementation of integrated arrangements within Glasgow City, the Partnership's Senior Management Team previously approved its Communications Strategy (April 2015), which sets out its key communications stakeholders and channels. To date, the Partnership mainly communicates with the following groups of stakeholders:

- the public
- staff within the Glasgow City Health and Social Care Partnership;
- Glasgow City Council Family and NHS Greater Glasgow and Clyde staff;
- Glasgow City Integration Joint Board Members;
- Glasgow City Council Elected Members and NHS Greater Glasgow and Clyde Non-Executive Director Board Members;
- Trade Unions/Staffside;
- service users/patients, carers and their representatives;
- contractors/providers of health and social care services in Glasgow and their representative groups;
- Glasgow City Community Planning Partners;
- MPs/MSPs within Glasgow City and/or with a health and social care remit
- relevant external organisations (for example, The Scottish Government and Scottish health and social care regulators) and
- the media.

2.4 In addition to using existing internal and external Glasgow City Council and NHS Greater Glasgow and Clyde corporate communications channels, the Partnership also communicates with its stakeholders through its own tailored channels (full URL links are at Appendix 1):

- the Health and Social Care Integration electronic newsletter (bi-monthly);
- Glasgow City Health and Social Care Integration [webpages](#);
- the Integration Joint Board and its committees' approved minutes and reports;
- Glasgow City Health and Social Care Partnership's Twitter profile ([@GCHSCP](#));

- [Your Support Your Way Glasgow](#) (public website for social care supports) and
- in development, an external website for the Partnership.

2.5 Increasingly the norm is to use electronic over traditional communications channels, as they enable communications to be more timeous, reach a wider number of people and groups and enable more efficient communications within the climate of reduced public sector funding. In addition, [Google Translate](#) enables websites and documents to be translated into different languages so that they are more accessible to people whose primary language may not be English, or who wish to read in an alternative language.

2.6 The Health and Social Care Integration electronic newsletter (bi-monthly) is one of the key communications channels that the Partnership uses to keep its stakeholders up to date on its services, service developments and achievements. It is made available to stakeholders either directly by inclusion on its electronic distribution list or further distribution by a key contact. The current and past editions are also published on the Glasgow City Health and Social Care Integration [webpages](#). From the November 2016 edition onwards, stakeholders are now advised that they can directly subscribe to the newsletter by [emailing](#) the Partnership's Business Development Team, who co-ordinate the newsletter, and that hard copies can be made available upon request. Further, the newsletter can be made available in alternative languages upon request if [Google Translate](#) cannot be used, as well as in alternative formats for people who have a visual impairment.

2.7 Work is currently being undertaken to refresh the Partnership's current Communications Strategy (2015) to ensure that the way in which the Partnership communicates with its stakeholders is underpinned by a framework for effective communications. This will include a communications vision, objectives, approaches, standards and governance, and it will outline the Partnership's internal and external stakeholders and how it communicates with them. It will also include internal engagement with staff. The Communications Strategy will be presented alongside the Workforce Development Plan to the Integration Joint Board in early 2017.

3. Communications Development Work Update

3.1 The Partnership needs to be proactive in reviewing existing communications channels and developing and using new ones in order to improve how it communicates, and this needs to be considered within the context of the increasing use of the Internet and social media. For this reason, the Partnership launched its own Twitter profile ([@GCHSCP](#)) in June 2016, which is actively used on a daily basis and has around 300 followers with over 400 Tweets published (as at mid-October 2016). The Partnership's Executive Management Team is currently being supported to Tweet their activity across the Partnership and the partner organisations and their participation in external initiatives and events.

- 3.2 To further increase its online presence, work is being undertaken by staff within the Partnership supported by NHS Greater Glasgow and Clyde IT Procurement to develop a publicly available external website for the Partnership. The website will feature information about the Partnership and the Integration Joint Board and its committees, include links to services provided by the Partnership and communicate news and developments among other items.
- 3.3 Current and planned activity for the website's development includes:
- NHS Greater Glasgow and Clyde Corporate IT Procurement is managing the tender for the website's development by a third-party provider from a Framework Agreement with support from the Partnership;
 - October 2016: the Partnership completes a draft of the specification with further review by NHS Greater Glasgow and Clyde IT Procurement;
 - November 2016: the specification is discussed and signed off by the Partnership's ICT Board;
 - December 2016: NHS Greater Glasgow and Clyde commences the procurement process for the tender specification, which is envisaged to take 2-3 weeks and
 - Post-tender: the development of the website is then progressed through a project plan, which will be jointly developed with the awarded IT provider from the Framework Agreement. Based on a previous web development plan, it is anticipated that the website will be designed and developed with testing and implementation over a 3-4 month period.
- 3.4 In 2015 the Partnership developed its own brand identity to articulate and demonstrate a shared culture (vision, values and objectives), demonstrate commitment to partnership working and increase recognition of the Partnership with the people and organisations who/that it works with and for. This was reported to the Shadow Integration Joint Board in [May 2015](#). The Partnership is currently developing signage and other visuals with the Partnership's branding to support mobile/agile working arrangements for staff to make them more accessible and identifiable and embed a culture of partnership working.
- 3.5 The Partnership has developed and maintains a public facing website called [Your Support Your Way Glasgow](#). It contains information for staff and citizens of health and social care services provided in Glasgow by organisations that the Partnership currently engages with as well as those unknown to the Partnership. During the past year, a significant programme of review and development activity has been undertaken to improve the website, which has focussed on improving the user experience and effectiveness of the website through reviews of its structure, accessibility, content, usage and public profile. This work has been and continues to be a collaboration between a range of Partnership staff and stakeholders including ACCESS (the Council's ICT and property partner), external IT providers, service users and citizens of Glasgow and providers of services from the independent and third sectors.

4. Recommendations

4.1 The Integration Joint Board Public Engagement Committee is asked to:

a) note the contents of this report.

Appendix 1: URL Links/Email Addresses Referenced within Report

Glasgow City Health and Social Care Integration webpages:
www.glasgow.gov.uk/hsci

Glasgow City Health and Social Care Partnership's Twitter profile (@GCHSCP):
www.twitter.com/gchscp

Your Support Your Way Glasgow: <https://www.yoursupportglasgow.org/home.aspx>

Google Translate: <https://translate.google.co.uk/>

Email contact for the Health and Social Care Integration electronic newsletter distribution list: SW_CommunicationsUnit@glasgow.gov.uk

Shadow Integration Joint Board report on the Partnership's brand identity (May 2015): <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=29585&p=0>