

## Engagement Specification

The HSCP recognises the importance of engaging with people and communities. This Engagement Specification is for HSCP managers and teams and provides guidance on the steps to be considered when planning effective engagement with citizens, partners and staff. These steps reflect the approach outlined in the HSCP Engagement Framework and provides a recommended approach to engagement which is based on recognised best practice.



Title of Engagement Activity	Informing communities about budget planning and setting
Lead Officer(s)	Judy Orr
Proposed date(s) and duration	Feb – March 2020

<b>Step 1.</b>	<b>Purpose:</b> Why do I want to engage?	Are the intended outcomes of the engagement clearly understood? <i>Prompts:</i> <ul style="list-style-type: none"> <li>Improving/changing access to services</li> <li>Understanding service experience</li> <li>Influencing service change</li> <li>Informing plans/strategies/policies</li> </ul>
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The IJB is about to embark on budget setting for the financial year 2020-2021. The purpose of this engagement specification is to ensure communities are fully informed of the processes that will be followed, how they can input their views and how decisions will be made.

<b>Step 2.</b>	<b>Audience:</b> Who do I want to engage with?	Is a targeted or A&B wide approach required? <i>Prompts:</i> <ul style="list-style-type: none"> <li>People who use health and social care services</li> <li>People who care for others</li> <li>Groups with a special interests</li> </ul>
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		<ul style="list-style-type: none"> <li>▪ Partner organisations</li> <li>▪ Elected representatives</li> <li>▪ Health and social care staff</li> </ul>
	<ul style="list-style-type: none"> <li>➤ The IJB, which encompasses representatives for: <ul style="list-style-type: none"> <li>• Elected representatives</li> <li>• Partners</li> <li>• Staff</li> <li>• Carers</li> <li>• Community representatives</li> </ul> </li> <li>➤ Key partners and suppliers including third sector</li> <li>➤ The wider community</li> <li>➤ Staff</li> </ul>	

<b>Step 3.</b>	<b>Level:</b> What does appropriate engagement look like?	Is the level of engagement appropriate and proportionate to achieve the purpose? <i>Prompts:</i>	
		<b>Inform</b>	Providing information to assist stakeholders in understanding an issue, alternatives, opportunities and/or solutions
		<b>Consult</b>	Obtaining feedback to inform development and/or improvement
		<b>Involve</b>	Engaging stakeholders in the process, ensuring their concerns and aspirations are listened to, understood and considered. Providing feedback on how their input influenced the decision
		<b>Collaborate</b>	Working in partnership with stakeholders, seeking their perspectives and encouraging their ideas and solutions to inform priorities and planning
		<b>Empower</b>	Involving stakeholders in shared decision making about strategic priorities and service developments, delivery and monitoring progress.

This engagement will take two forms:

### **Empower and Collaborate**

This level of engagement is serviced by the IJB and their active role in budget planning and setting. It also takes place in the Finance and Policy Committee which has IJB member representation. All of the Senior Leadership Team are fully involved in the budget preparation process and, through engagement with their own teams, ensure that staff are empowered to contribute proposals.

### **Inform**

Key messages should be distilled from strategic decision making processes to enable this

information to be disseminated through a range of channels, e.g. press releases, facebook posts and meeting agenda items.

Step 4.	<b>Approach:</b> How do I maximise stakeholder contributions?	Are the method/tools appropriate for the level of engagement? (information is available on the methods/tools below) <i>Prompts:</i>
		<b>Inform</b> Public meeting; Website; newsletter; social media; press article; briefings; presentations; letters
		<b>Consult</b> Surveys; online questionnaires; Viewpoint
		<b>Involve</b> stories/case studies; Art in Action; World Cafe; Special Interest Focus Groups; Rich Pictures;
		<b>Collaborate</b> VOICES_(Visioning Outcomes in Community Engagement tool); KETSO (creative engagement); COPC (Community Oriented Primary Care); Option Appraisals
		<b>Empower</b> Representative/member on decision-making/approval groups
<b>Empower/Collaborate</b> Formal business papers for IJB and Finance and Policy Committee. Development sessions i.e. between IJB quarterly meetings and informal IJB sessions in January and February 2020.		
<b>Inform</b> Key messages issued – January 2020, February 2020 and March 2020.		

Step 5.	<b>Support:</b>	Is there expertise and support available to prepare and deliver engagement?
	Have I utilised the expertise/support of others?	<i>Prompts:</i> <ul style="list-style-type: none"><li>▪ HSCP Engagement Team</li><li>▪ Scottish Health Council</li><li>▪ Reference/advisory group in place</li><li>▪ Critical friend/sense checking advice</li></ul>

Liaison with NHS Highland and Argyll and Bute Council finance colleagues re financial planning assumptions.

Use of Chief Financial Officer Network, NHS Directors of Finance Network, and West of Scotland NHS finance network.

<b>Step 6.</b>	<b>Approval:</b> Do I have the necessary checks & approvals?	Are the governance arrangements clearly articulated and understood by staff initiating engagement? <i>Prompts:</i> <ul style="list-style-type: none"> <li>▪ Senior level sign-off</li> <li>▪ Link to agreed governance group</li> </ul>
This engagement plan will be signed off by the Finance and Policy Committee and IJB.		

<b>Step 7.</b>	<b>Prepared:</b> Am I ready to engage?	Are all the requirements in place described in an engagement plan? (Engagement Plan templates are available) <i>Prompts:</i> <ul style="list-style-type: none"> <li>▪ Sufficient timescales</li> <li>▪ Agreed method</li> <li>▪ Resources/funding/support</li> <li>▪ Road testing/pilot approach</li> <li>▪ Communication plan</li> <li>▪ Feedback loop determined</li> <li>▪ Approvals</li> </ul>
Engagement to be carried out over 4 week period following IJB on 29 January. Consultation to be available on Council website. Links to it to be provided from NHS Highland website and to be promoted via social media. Approval for consultation to be provided by IJB on 29 January.		
Report on consultation outcomes to be compiled and presented to IJB along with revised final budget proposals at IJB 25 March 2020.		

**THIS DOCUMENT SHOULD BE KEPT FOR YOUR OWN RECORDS.**

**A COPY SHOULD BE SENT IN .doc, .docx, OR .pdf FORMAT TO THE  
ENGAGEMENT TEAM AT:**

**High-UHB.ABHealthImprovement@nhs.net**