

Kirklees Council

ENGAGEMENT PLAN

Version:

Date:

Aims of the engagement plan

The overall aim of this plan is to define the way we will engage members of staff, service users and their carers, other key stakeholders and members of the public about Connect to Support in Kirklees. The success of the project is dependent on the customer journey, experience and effectiveness of communications.

Aims

- Ensure that the views of councillors, citizens, staff and other stakeholders are sought in a manner which is co-ordinated, inclusive and meaningful and linked to planning and delivery
- Make sure that there are suitable opportunities for the public, people who use services and staff to communicate their views and concerns in a time, place and way that is convenient for them.
- Make sure timeliness, accessibility, inclusion and diversity are considered and steps are taken to engage local people, in particular “hard to reach” groups (for example, people who won’t use the web and are unlikely to ever try)
- Develop and build ambassadors across staff in the Directorate of Wellbeing and Communities to be advocates “Connect to Support”.

Context

It is important that all engagement activities undertaken as part of this plan comply with relevant laws and best practice. This includes:

- Conforming to national standards e.g. The Research Governance Framework for Health and Social Care, Mental Capacity Act 2005 Code of practice.
- Meeting legislative requirements for example, Data Protection Act, Freedom of Information and Equality legislation.
- The Governments Modernisation Agenda for Social Care
- The work of the Corporate Research and Consultation Team and included on Involve
- Equality Impact Assessment (EIA)
- Equality Act 2010

Target audience

In developing this plan the target audiences have been identified as:

- Citizens, people who use services, carers and their families, including hard-to-reach groups and most vulnerable – involvement in consultation / usability and testing stages / partnership boards / channel shift work around focus groups and changing attitudes and beliefs
- Senior managers and staff – marketing the service to them so they can market to others
- Elected Members
- Independent Providers
- Personal assistants
- Voluntary and Community sector partners

A more detailed breakdown of stakeholders is included.

Methods of engagement

The methods described in the attached action plan are not exhaustive – it’s important to note that there is a separate communication plan which will support this and other areas of the programme:

- Provider engagement sessions
- Existing provider meetings
- Existing staff meetings / staff training on usage
- Presentations at Management / team meetings
- Briefings
- Focus Groups as part of consultation
- Testing and usability

Engagement Plan

Target Audience	Activity	How	When	Lead	Reporting To
VCS Providers <i>See above for details</i>	Create buy in to Connect to Support <ul style="list-style-type: none"> Outline the functions of the system Benefits Contact details to ask questions/ request more information/ provide suggestions How to register Expected go live date Providers needed to test the site 	Hold drop in surgeries Meet the provider 'Connect to support' - Demo	Feb 2012 6-7 Feb – NK ✓ 8-9 Feb – SK ✓ 30 Jan Meeting with Julie Uttley and Audrey Spencer re Inhouse day opportunities ✓	JD/DL	LMW/MW Implementation Group
		Logged on Involve database	Jan-Feb 2012 ✓	DL	Iain Baines
		Link in to existing meetings including provider forums and third sector leaders session <ul style="list-style-type: none"> MH provider forum 	30 Jan 2012 ✓	DL/IB	Implementation Group
		Meet with third sector leaders Warren to send out information of 3 strands of work to: <ul style="list-style-type: none"> Colleagues who work with communities and to pass to colleagues VCS via funding bulletin 	9 Feb 2012 ✓ Feb 2012 ✓	LMW Warren Ellis	Implementation Group
	Create buy in to Connect to Support <ul style="list-style-type: none"> Introduce the brand Reinforce key messages How to register on the system 	Link in to existing meetings including provider forums <ul style="list-style-type: none"> Care Homes – 12 Mar (emailed MW 29/2) 	12 Mar 2012 KS ✓	LMW/MW	Implementation Group
		Third sector leaders and providers – 50in250 sessions for social enterprises with Calderdale Council – Chris Chinnock/Warren Ellis	2 Apr 2012 ✓	Chris Chinnock	Implementation Group
		Message emailed from AgeUK to all providers included in their register	3 Apr 2012 ✓	Judith Churley	Implementation Group
	Create buy in to Connect to Support <ul style="list-style-type: none"> Reinforce brand Reinforce key messages How to use the site 	VCS workshop conference to feedback on budget – include information in Merran's presentation about what we have been doing to support the VCS to be involved – Warren Ellis	May 2012	Iain Baines	Implementation Group
		Link in to existing meetings:	May 2012	LMW/MW	Implementation

		Communities and leisure and Community Partnerships Joint funding sessions for small providers / sustainability links – Warren Ellis / Gary Gordon			Group
	Create buy in to Connect to Support <ul style="list-style-type: none"> Reinforce brand Reinforce key messages How to get support to use the site 	Link in to existing meetings Care Homes – 11 June	Jun 2012 11 Jun 2012 KS	LMW/MW	Implementation Group
	The system is 'Live' <ul style="list-style-type: none"> Reinforce brand Reinforce key messages How to use the site How to get support to use the site 	Link in to existing meetings	Jul 2012	KC/DL	LMW/MW
	Continue to create buy in to Connect to Support <ul style="list-style-type: none"> Reinforce brand Reinforce key messages Positive stories/ FAQs 	Third sector leaders – identify VCS for testing (Approx 20 VCS attend monthly meeting) Check if appropriate – Tom Taylor Agenda – Tom Bailey, VAK Back up with information sent to wider groups Care Homes – 10 Sep	Sep 2012 10 Sep 2012 KS	Warren Ellis/DL	Implementation Group
		Simple Usability to test site with providers 2 days of usability testing: Accessibility audit:	6 months after live date	SL	Implementation Group
Customer engagement with providers	Continue to create buy in to Connect to Support <ul style="list-style-type: none"> Reinforce brand Reinforce key messages Positive stories/ FAQs 	Meet the provider events <ul style="list-style-type: none"> Older peoples day LD 	October 2012	JO/GW/KC	Implementation Group

Target Audience	Activity	How	When	Lead	Reporting To
Customer usability	Compare names of buttons on Doncaster and Harrow sites	Emailed to Readers panel and web focus group	Jan 2012 ✓	KC	Implementation Group
	Identify customers to test the site so we can receive feedback for improvement		Jan/Feb 2012 ✓	DG	Implementation Group
	Test the site before sign off so we are confident in the customer experience and system	Simple usability Option 1	Last week in February 2012 ✓	SL	Implementation Group
	General engagement session <ul style="list-style-type: none"> Existing customers Direct payment users Self funders Carers 	Existing meetings: PD partnership board Readers panel LD partnership board MH partnership board PD partnership board Readers panel	29 Feb 2012 ✓ 12 Mar 2012 ✓ 19 Mar 2012 ✓ 25 Jun 2012 4 Sep 2012 24 Sep 2012	IB/MW/ LMW/DG	Implementation Group
	Identify champions – peer engagement				Implementation Group
	Public engagement	Kirklees Together – back page Press adverts	See Comms plan	KC/IB	Implementation Group
		Simple Usability to test site	6 – 9 months after live date	SL	Implementation Group
Customer engagement with providers	Continue to create buy in to Connect to Support <ul style="list-style-type: none"> Reinforce brand Reinforce key messages Positive stories/ FAQs 	Meet the provider events <ul style="list-style-type: none"> Older peoples day Parents of people in transition 	October 2012	JO/GW/KC	Implementation Group

Target Audience	Activity	How	When	Lead	Reporting To
Staff Groups	Engage staff groups to market Connect to support <ul style="list-style-type: none"> Outline the functions of the system Benefits Contact details to ask questions/ request more information/ provide suggestions Expected go Live date 	Frontline workers who work with providers informed of provider drop in sessions in February	Feb 2012 ✓	LMW/MW	Implementation Group
	Social work team managers action learning session	Meeting - <ul style="list-style-type: none"> Update/Background System Demonstration Group to feedback (Open discussion) Agree recommendations 	2 Feb 2012 ✓	DL/JD	DG and Implementation Group
	Wellbeing and integration/Personalisation and commissioning staff	Breakfast banter	23 Mar 2012 ✓	IB/DG	Implementation Group
	Meeting with champions identified at team manager action learning session	Meeting - <ul style="list-style-type: none"> to discuss how connect to support will affect the work of their teams. Develop a vision for the pathway 	10 Apr 2012 ✓	TG/DL	Implementation Group
	All internal staff <ul style="list-style-type: none"> Champions Care navigators Gateway to care/SPA staff 	Elearning Promotion – Poster/wage slips Flyer	June 2012	IB/AB	Implementation Group
	Engage staff groups including GPs, Community Care team, commissioning managers, Hospital Discharge Team, councillors, etc	Existing meetings <ul style="list-style-type: none"> Assistive Technology Showcase 	29 Jun 2012	DL	Implementation Group
	Create buy in to Connect to Support <ul style="list-style-type: none"> Outline the functions of the system Benefits How to get involved if they want to help shape system Contact details to ask questions/ 	Attend team meetings <ul style="list-style-type: none"> System Demonstration Questions 	June 2012	AB/IB	

	<p>request more information/ provide suggestions</p> <ul style="list-style-type: none"> • Expected go live date 				
	<p>Create buy in to Connect to Support</p> <ul style="list-style-type: none"> • Outline the functions of the system • Benefits • How to get involved if they want to help shape system • Contact details to ask questions/ request more information/ provide suggestions • Expected go live date 	<p>Front line workers across other council services and partner organisations who deal with customers eg</p> <ul style="list-style-type: none"> • libraries – Tina Noon • Neighbourhood action teams – Andrea Robinson 	June 2012		

Staff Groups

Front Line Staff

Area Social Care Teams

- Gateway to care
- Intake
- Care Management
- Day Opportunities - Care closer to home
- North Short Term and Urgent Support
- South Short Team and Urgent Support
- Carers Emergency Support Service
- North Continuing Care
- South Continuing Care
- Carephones
- Mobile Response
- Learning Disabilities
- Physical Disability- Day Services
- Shared Lives
- Client Financial Affairs - Assessment

Other Teams within the Directorate

- Partnership Commissioning Managers
- Contracts Unit
- Community Partnerships
- Altogether Better
- Community Work Team
- Museums and galleries
- Community safety
- Community cohesion
- Business Performance Unit
- Safeguarding Adults Unit
- Service Development Unit
- Health Policy Unit

Council Staff outside the Directorate that will need to be aware of Connect to support

- Kirklees Direct
- Neighbourhood Action Teams
- Kirklees Active Leisure
- Strategic Housing
- Kirklees Neighbourhood Housing
- Tourism
- Councillors
- Senior managers
- Libraries

Voluntary and Community Sector Partners

Voluntary and Community Sector Partners are key to the success of implementing and ensuring successful delivery of the Connect to Support project. Below is a list of current and potential voluntary and community sector partners, this list is not exhaustive. VCS providers registered on Kinfo (Kirklees local organisations directory) will be transferred on to Connect to Support – Check when transferred.

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Existing Service Providers

Home care support

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Day opportunities and support

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Residential and nursing homes

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Supported Living

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Other partners

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Other providers

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Equipment providers

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)

Travel providers

Organisation	Currently commission	Known by the council	Not-used by the council	Connect to Support presence key grid 1-5 (segmentation)