

RUTLAND HEALTH AND WELLBEING BOARD

10 October 2023

COMMUNICATION AND ENGAGEMENT PLAN 2022-2027

Report of the Portfolio Holder for Adult Care and Health

Strategic Aim:	All	
Exempt Information	No	
Cabinet Member(s) Responsible:	Cllr D Ellison, Portfolio Holder for Adult Care and Health	
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Ward Councillors	Not applicable	

DECISION RECOMMENDATIONS

That the Committee:

1. Notes the content of the report.
2. Notes the finalisation of the Health and Wellbeing Communication and Engagement Plan following input from stakeholders, including representation from Children's Services.

1 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to brief the Health and Wellbeing Board (HWB) that the plan has been finalised, including input from Rutland County Council Children's Services.

2 BACKGROUND AND MAIN CONSIDERATIONS

- 2.1 The Communication and Engagement Plan (CEP) was developed to support the role of the HWB and successful delivery of the HWB Strategy. Organisations work together through the delivery of the strategy to ensure that people have the right information, advice and help at the right time. Another important element is to empower people to play a full role in looking after their own health and provide them with opportunities to get involved in shaping the local priorities and services they need.

2.2 The purpose of the CEP is to enhance the health and wellbeing of people in Rutland by facilitating effective health and wellbeing communications and engagement.

2.3 The plan was developed by a working group with a range of representation from HWB partner organisations. The plan is focussed on communication and engagement involving two key sets of stakeholders:

- Residents and patients of Rutland.
- Agencies and their workforces.

2.4 **A Delivery Plan** has been developed with the following elements:

- Readiness to deliver the plan.
- Ensuring people have access to the information they need to maintain their health and wellbeing and to navigate change successfully.
- Raising the profile of the Rutland Health and Wellbeing Board.
- Involving the public and professional stakeholders in service design and change.

3 CONSULTATION

3.1 A meeting of the working group took place in January 2023 where it was decided which stakeholders were required to be consulted with regard to the CEP and a timescale for comments. Further to this, it was agreed at the HWB in June 2023, that representation from Children's Services was required. Consultation has now taken place with a representative who has made some additions to the Delivery Plan element of the plan and will a member of the Communications and Engagement Plan Task and Finish Group.

3.2 Additions have been made to the Delivery Plan at points 1 and 3. See appendix A.

3.3 The proposal is to engage with the public and the workforce, including presenting key aspects to interested groups such as the Patient Participation Groups (PPG) and those 'Experts by Experience', to further enhance and inform the draft CEP.

4 ALTERNATIVE OPTIONS

4.1 Not applicable at this time....

5 FINANCIAL IMPLICATIONS

5.1 The CEP has been developed using existing staffing resources. The delivery of the CEP will depend upon time being committed by partners.

5.2 The board is requested to note the input from many partners and that the delivery of the plan is being managed by the RCC Quality Assurance Team, led by the Co-Production and Engagement Lead.

6 LEGAL AND GOVERNANCE CONSIDERATIONS

- 6.1 The CEP has been produced with involvement from stakeholders and has been finalised after further consultation with stakeholders. The delivery plan updates of the CEP will be presented to the Integrated Delivery Group on a monthly basis for monitoring of progress.

7 DATA PROTECTION IMPLICATIONS

- 7.1 There are no new Data Protection implications. The CEP contains only anonymised information.

8 EQUALITY IMPACT ASSESSMENT

- 8.1 Not applicable to the CEP.

9 COMMUNITY SAFETY IMPLICATIONS

- 9.1 There are no identified community safety implications from this report.

10 HEALTH AND WELLBEING IMPLICATIONS

- 10.1 Co-production acknowledges that people with 'lived experience' of a particular condition are often best placed to advise on what support and services will make a positive difference to their lives. Incorporating co-production principles into programmes for people with long-term conditions can help them to gain knowledge, learn skills and adopt behaviours that are thought to be important in achieving better health and wellbeing.

- 10.2 Principles of 'Think Local, Act Personal's (TLAP) 'Making It Real' is central to communication and engagement practice. 'Making It Real' is a framework to support good, personalised care and support for providers, commissioners and people who access services. This is in line with the 'Thriving Places Guidance' which is within the plan, which asks place-based partnerships to 'systematically involve professionals, people and communities in their programmes of work and decision-making processes'.

- 10.3 The RCC Improvement Officers support the delivery of the Rutland Communication and Engagement Plan. They have led on developing the digital and self - assessment portal which promotes self-directed care and access and are supporting with the Greetham Project amongst many other workstreams. They work to ensure the voice of more marginalised and deprived groups are represented and heard and ultimately utilised in the co-design of services and support.

11 CONCLUSION AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

- 11.1 The Committee is recommended to note the contents of the report and the finalisation of the Health and Wellbeing Communication and Engagement Plan following input from stakeholders, including representation from Children's Services.

12 BACKGROUND PAPERS

- 12.1 There are no additional background papers to the report.

13 APPENDICES

A Large Print or Braille Version of this Report is available upon request – Contact 01572 722577.