

ANGUS COUNCIL

SOCIAL WORK AND HEALTH COMMITTEE – 11 AUGUST 2015

PEOPLE DIRECTORATE – ENGAGEMENT STRATEGY

ABSTRACT

This report provides information to members with regard to the development of an engagement strategy for the People Directorate.

1. BACKGROUND

The purpose of the strategy is to improve engagement across the People Directorate and establish consistent expectations for engagement. The strategy is informed by the National Standards for Community Engagement (NSCE). The strategy has been developed to encourage people to have their say, be informed and involved in decisions that affect them and be part of planning, developing, delivering and improving services. It is targeted at all stakeholders including children, young people, adults, carers, families, community groups, staff, managers, other professionals, organisations and partner agencies. The strategy can be viewed in Appendix 1.

2. SIGNIFICANT INFORMATION - SCHEDULES

The approach in developing the strategy was based on promoting a culture of open, honest and inclusive engagement across the directorate focusing on what already works well and what needs to happen to develop more effective engagement. Involvement of as many people as possible in order to encourage input from a wide range of stakeholders was core to the development of the strategy. Feedback from stakeholders was then used to inform the strategy development. The steps are detailed below:

- Articles were published on the Angus Council Website, Angus Council Intranet and Angus Mini Matters inviting involvement. Articles were also sent to the Citizen's Panel, Community Councils, Equality Group, Have Your Say, Voluntary Action Angus and a variety of Community Learning and Development networks and corporate forums.
- An e-mail was sent to all Angus Council employees inviting involvement and a separate mailbox was set up for receiving comments, suggestions and feedback – engagingpeople@angus.gov.uk. Stakeholder and public information and involvement sessions were held and questionnaires distributed inviting involvement and feedback.
- An engagement strategy group was established to develop the strategy and ensure effective engagement with all stakeholders. Feedback from stakeholders informed the work of the group and can be viewed in Appendix 2. Appropriate methods of initial engagement included mini matters, intranet, website, face book, twitter, survey monkey, direct communication and a British Sign Language video clip. Key feedback questions were developed to aid this process and user-friendly symbolised versions were also produced.
- Mapping current engagement activity was completed and the strategy was finalised and approved. The group also had responsibility for identifying and progressing measures that would support the implementation of the strategy such as staff training and development and engagement competencies.

Engaging effectively with stakeholders is a skill and a range of training and development opportunities are either being developed or are currently available to aid effective engagement and embed this in practice. These focus on building skills and knowledge to engage with communities, citizens and customers and to support the implementation of the engagement strategy and effective engagement more widely across Angus Council. They include a variety of e-learning modules and workshops. Engagement competencies are also being included within the revised management competency framework.

It is hoped that the strategy will be launched in the autumn.

3. REPORT AUTHOR

This report has been compiled by Fiona Rennie, Service Manager who can be contacted by emailing PEOPLE@angus.gov.uk

List of Appendices:

Appendix 1 – Engagement Strategy

Appendix 2 - Feedback