A&B HSCP | Transforming Together
Argyll & Bute Health & Social Care Partnership

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. This approach is outlined in the HSCP Engagement Framework and provides a recommended approach to engagement which is based on recognised best practice.

Step1 Purpose	Step 2 Audience	Step 3 Level	Step 4 Approach	Step 5 Support	Step 6 Approval	Step 7 Prepared

Title of Engagement Activity	
Lead Officer(s)	
Other staff involved	
Proposed date(s) and duration	

Step 1.	**Purpose:** Why do I want to engage?	**Are the aims of the engagement clearly explained?** *Prompts:* - Improving/changing access to services - Understanding service experience - Influencing service change - Informing plans/strategies/policies

Step 2.	**Audience:** Who do I want to engage with? (Stakeholders)	*Prompts:* - The general public and people who use our services - People who care for others - Groups with special interests - Partner organisations - Elected representatives - Health and social care staff

		Is the level of engagement appropriate and proportionate? *Prompts:*	
Step 3.	**Level:** What level of engagement will I use?	**Inform**	Provide information to assist stakeholders to understand an issue, alternatives, opportunities and/or solutions
		Consult	Obtain feedback to inform development and/or improvement
		Involve	Engage stakeholders in the process, ensuring their concerns and aspirations are listened to, understood and considered
		Collaborate	Work in partnership with stakeholders, seeking their perspectives and encouraging their ideas and solutions to inform priorities and planning
		Empower	Involve stakeholders in shared decision making about strategic priorities and service developments, delivery and monitoring progress

		Are the method/tools appropriate for the level of engagement? *Prompts:*	
Step 4.	**Approach:** What methods will I use? (See HIS website below.)	**Inform**	Public meeting; website; newsletter; social media; press article; briefings; presentations; letters
		Consult	Surveys; online/paper questionnaires
		Involve	Conversation Café; focus groups
		Collaborate	VOICES (Visioning Outcomes in Community Engagement tool); Option Appraisals
		Empower	Community Representative/member on decision-making group

Step 5.	**Support:** Have I utilised the expertise/support of others?	Is there expertise and support available to prepare and deliver engagement? *Prompts:* ▪ Public Health Team ▪ Healthcare Improvement Scotland Engagement Team ▪ Critical friend/sense checking advice

Step 6.	**Approval:** Who has given the go ahead for this work?	Are the governance arrangements clear? *Prompts:* ▪ Senior level sign-off ▪ Links to agreed Committee or Head of Service ▪ How will the findings be agreed and used

Step 7.	**Prepared:** Am I ready to engage?	Are all the requirements in place described in an engagement plan? (Engagement Plan templates are available) *Prompts:* ▪ Timeline ▪ Agreed method ▪ Resources/funding/support ▪ Road testing/pilot approach ▪ Communication plan ▪ Approvals and use of the findings

Step 8.	**Accessibility:** How will I ensure everyone can participate?	Will there be any barriers that affect how people take part? *Prompts:* ▪ Materials written in plain English with no jargon/abbreviations ▪ Large font for printed materials ▪ Induction loop for people with hearing impairment ▪ Consideration given to people without access to online info ▪ Accessible building/location for face to face events ▪ Etc.

Step 9.	**Feedback:** What will I do next?	How will I share the findings *Prompts:* ▪ With the people who gave their views – YOU SAID, WE DID ▪ Business papers and reports ▪ Record how the engagement results informed way forward

TIMELINE		
WHAT	WHEN	WHO

Further Reading:

Argyll & Bute HSCP Engagement Framework – Public engagement | NHS Highland (scot.nhs.uk)

Healthcare Improvement Scotland guidance on engagement methods – Participation Toolkit | HIS Engage

Scottish Government Planning with People guidance published March 2021 - Health and social care - Planning with People: community engagement and participation guidance - gov.scot (www.gov.scot)