

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board

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PART I

FOR COMMENT & CONSIDERATION

SLOUGH WELLBEING BOARD COMMUNICATIONS AND ENGAGEMENT STRATEGY

1. **Purpose of Report**

To consider and comment on the communications and engagement strategy for the Slough Wellbeing Board which sets out the communications' priorities and activities for the next 12 months.

2. **Recommendation(s)/Proposed Action**

That the Slough Wellbeing Board considers, comments and endorses the communications and engagement strategy, and instructs their respective communications representatives to engage in further work to complete the action plan as set out as Appendix A.

3. **Slough Wellbeing Strategy Priorities**

The strategy supports the delivery of:

a) the Slough Wellbeing Board's vision: "Where people are proud to live, where diversity is celebrated and where residents can enjoy fulfilling, prosperous and healthy lives."

b) the Slough Wellbeing Strategy's five priority areas (i.e. economy and skills, health and wellbeing, housing, regeneration and environment and a safer Slough); and it's two cross cutting themes of civic responsibility and promoting the image of Slough - which inform each of the five priority areas and the Slough Wellbeing Strategy as a whole.

4. **Other Implications**

Financial

There are no specific financial implications. It is anticipated the communications and engagement strategy will use existing resources across partner organisations to meet its objectives.

Risk Management

The Health and Social Care Act indicates Health and Wellbeing Boards have a duty to engage with the local population about health and wellbeing priorities, in particular in support of their duties to produce the Joint Strategic Needs Assessment (JSNA) and Slough Joint Wellbeing Strategy (SJWS). The work in this proposal is intended to support the board discharge these duties effectively.

Human Rights Act and Other Legal Implications

There are no Human Rights Act or other legal implications

Equalities Impact

The communications and engagement strategy outlines specific work aimed at engaging with seldom heard groups.

5. **Supporting Information**

The SWB's communications and engagement objectives are to:

- keep all stakeholders engaged and informed about the work of the SWB including the development and delivery of the SJWS
- provide a framework for two way engagement, so the work of the PDGs is shaped and informed by the feedback and perspectives of stakeholders
- increase local awareness of, interest in, and engagement with SWB
- design and deliver specific communication and engagement activities in support of the Joint Strategic Needs Assessment (JSNA), for example launch of the new website
- generate publications, articles and media coverage about health and wellbeing priorities in Slough, through the work of the board, its constituent organisations and wider stakeholders
- collaborate with communication and engagement specialists from the board's constituent organisations and wider stakeholders so

that we jointly deliver a consistent set of messages about local health and wellbeing priorities, and avoid duplication of effort.

- This communications and engagement strategy is a broad plan that looks to set out the short term messages the board would like to communicate about itself and its key agenda items, and how these can be delivered. It does not look at campaign messaging which is in the process of being delivered through the work of the PDGs.
- The approach to communications will need to be inclusive, as the aim would be to incorporate existing strategies and programmes, and ensure it does not reinvent where communications is working effectively. To ensure there is no duplication, this strategy does not look to create new communication channels or networks. It will instead use existing tried and tested communications methods and look to use campaigns, plans, activities across partner organisations to communicate the messages of the SWB.
- To achieve the objectives of better health and wellbeing, reduced inequalities and effective use of services, it is appropriate to acknowledge that some sections of our population will benefit from a more intensive and sustained approach to communications. The board, through the PDGs, will undertake campaigns that target communities and groups in areas of greatest need, where people have a greater requirement for information and opportunity. Understanding the need for targeting will be based on needs assessment established through the JSNA and local intelligence.
- The communications and engagement plan has been shaped by the SWB's work programme (namely the SJWS) for the coming year and has been broken down into the following phases: Phase 1 – SWB awareness building; Phase 2 – Communications and engagement on emerging priorities and the cross cutting themes and Phase 3 – Communications on the refresh of the JSNA and the JSWS.
- Delivery of the action plan is reliant upon close collaboration and commitment from the communications teams of the partner organisations as there is a need to align communications activities to avoid duplication of effort, and ensure consistent messages are delivered about the board's work.
- Further work to identify timescales and responsibilities will need to be undertaken in partnership with communications' representatives from partner organisations.

6. **Comments of Other Committees / Priority Delivery Groups (PDGs)**

There are no comments from other committees and priority delivery groups.

7. **Conclusion**

The Slough Wellbeing Board is asked to endorse the communications and engagement strategy

8. **Appendices Attached**

Appendix A - Slough Wellbeing Board: communications and engagement strategy

9. **Background Papers**

None