

**COMMUNICATION STRATEGY**

<b>Project Name</b>	Older People's Accommodation Development Strategy
<b>Date</b>	<del>17<sup>th</sup> December 2010</del> <u>19<sup>th</sup> January 2011</u>
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<b>Version</b>	0. <del>5</del> <u>6</u> – Final

**Purpose**

The purpose of this document is to outline the various means of communication that will be utilised to ensure that all interested parties are kept informed of the project's progress and key findings.

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## 1. Overview of Communication Strategy

This is a major Council led project and a key risk identified is in not taking the correct approach to stakeholder management and engagement, particularly residents. A variety of communication methods will be utilised to ensure that all interested parties are kept abreast of the project's progress and key findings as illustrated below:



## 2. Steering Group

Steering Group meetings will be held bi-monthly throughout the project duration. These meetings will be attended by the project sponsor, business lead, senior project & project managers, and representatives from Commissioning, Housing and Strategic Property Services from Wiltshire Council, along with representatives from the proposed/existing care provider

and any other partner such as RSL/private developer etc. Service User representatives will also attend these meetings.

Regular agenda items will include risk management plan, construction plan and arrangements and the care contract. All arising issues will be discussed at these forums.

Additionally, all forms of communication utilised within this project will be available to the Steering Group members.

### **3. Key Stakeholders**

The key stakeholders for the project will include:

- Affected Residents and their Families and Carers
- Affected Provider Staff
- Elected Members
- Council Senior Management
- Operational Teams
- Strategy & Commissioning Teams
- Department of Health
- Developer Partners
- Existing/Proposed Care Providers
- General Public
- Community Third Sector agencies

A Cabinet Paper will be presented to Members in January 2011 to seek approval in principle the Older People's Accommodation Strategy. The report will identify the location of the planned new facilities and will identify those that will subsequently be closed.

### **4. Affected Residents**

Following Cabinet approval and at the appropriate time in the programme, personal letters will be distributed to all potentially affected residents (including families and carers as appropriate) inviting them to attend a meeting to discuss the future proposals for the care home / sheltered housing scheme where they are living.

Group consultation and individual 1:1 meetings will then be held, which will outline the proposals for the scheme in detail, identify what the options for individuals are and to seek feedback on the proposals.

Contact names will be made known to residents at this early stage and information packs circulated, which will contain a range of information including Frequently Asked Questions sheets.

## 5. Affected Provider Staff

Affected provider staff will receive personal letters informing them how they may/will be affected by the decisions taken to deliver the Accommodation Strategy and the options available to them.

These staff will be invited to group consultation and individual 1:1 meetings at appropriate times in the programme. As above, information packs will be circulated to individuals, which will contain a range of information including Frequently Asked Questions sheets.

It is recognised that it is imperative to ensure communication and engagement with the affected provider market to ensure continued quality and continuity of care throughout this process.

## 6. General Public

Press releases will be issued to the Wiltshire newspapers to inform the general public of the benefits of extra care and key positive messages regarding the proposed development programme.

Regular articles in the Wiltshire Magazine will also be included to update members of the public on the development strategy and progress achieved.

Information on how to register interest in future schemes will be published in good time as the programme progresses.

Presentations will be made to each of the Area Boards to ensure the public are aware of the Accommodation Development Strategy and the planned developments in their community area. These sessions will also be useful to promote and raise the understanding of extra care accommodation.

## 7. Members

Members will be aware of the Accommodation Development Strategy through the Cabinet paper, including the key messages and the process. ~~Local Members will be informed of consultation meeting dates, and key Members engaged at significant stages of the programme, invited to photo opportunities etc. However, Member briefing reports will be produced and sessions held following Cabinet to ensure awareness of the strategy and the proposed implementation process.~~

Presentations will also be made to each of the Area Boards to ensure Members are aware of the Accommodation Development Strategy and the planned developments in their community area.

With regard to specific developments, local Members will be engaged prior to public consultation sessions and informed of consultation meeting dates.

Furthermore, key Members will be engaged at significant stages of the programme, by being invited to photo opportunities etc.

#### **8. Wiltshire Council Operational & Commissioning Staff**

A web page on the Council intranet site will be created providing an overview of the Development Strategy with an outline of each individual project at the appropriate time as they commence and progress.

To promote general understanding of extra care, and specifically raise awareness of the Development Strategy, briefing sessions will be provided to managers at the monthly manager meetings, and briefing sessions arranged for staff.

#### **9. Community Third Sector Agencies**

Engagement with the community third sector agencies will be through existing forums and consultation mechanisms. Presentations will be delivered to ensure that they are aware of the proposals and the intended developments and changes to the care delivery system within Wiltshire.

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#### **10. Independent Advocacy**

The availability of independent advocacy support for customers and their families will be essential to ensure that people are sufficiently supported during the consultation process and the associated implementation of this development strategy. The Council will work with Service User organisations to ensure that this support is provided when required.

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## Older Peoples Accommodation Development Strategy

### 10-11. Outline Plan

Stakeholder Group	Information Required	Media Used	When	Who is responsible	Outcome required
Affected Residents	Consultation over proposals to close facility & personal options.	Personal letters Group consultation meetings 1:1 meetings Information packs Q&A sheets Visits	Ongoing once Cabinet approval received  Specific key milestones		Residents & families fully aware of the development strategy and the implications
Affected Provider Staff	Consultation over possibility of changing roles/employer & redeployment	Personal letters Group consultation meetings 1:1 meetings Training opportunities Information packs Q&A sheets Visits	Specific consultation plan to be delivered once Cabinet approval received  Specific key milestones		Staff fully aware of the development strategy and the implications  Staff supported to move to extra care environment or be offered alternative opportunities
General Public	To raise awareness of Extra Care and the development strategy  How to register interest (at appropriate time)	Press releases Wiltshire magazine Presentations to Area Boards	Once Cabinet approval received  Key milestones		Awareness and support of development strategy and overall aims/benefits

## Older Peoples Accommodation Development Strategy

Stakeholder Group	Information Required	Media Used	When	Who is responsible	Outcome required
Local Members	Details of proposals & plans for consultations Awareness of potential difficulties/barriers	Cabinet Paper Invitation to Consultation meetings Area Board meetings	Public announcement of Accommodation Development Strategy  Consultation meetings		Fully aware of the strategy and its benefits for residents & the Council  Have information to support constituents, able to respond to questions & deal with any opposition
Wiltshire Council Operational & Commissioning Staff	To raise awareness of Extra Care and the developments	Intranet page  Briefing sessions – Managers Meetings & Team Meetings on request  Training sessions	Public announcement of Accommodation Development Strategy and its implications  Ongoing throughout development programme		Provide professional support in the development of the scheme  Awareness of scheme as a resource



Development Strategy  
Document History

Revision  
History

Version Number	Revision Date	Previous Revision Date	Summary of Changes	Changes Marked
0.1	13.09.10		First draft	
0.2	07.11.10		Second draft	
0.3	18.11.10		Third draft	
0.4	19.11.10		Fourth draft	
<del>0.75</del>	17.12.10		Fifth draft	
<u>0.6</u>	<u>19.01.11</u>		<u>Sixth draft</u>	

Approvals

This document requires the following approvals.  
Signed approval forms are filed in the project files.

Name	Signature	Title	Date of Issue	Version
<del>James Cawley Sue Redmond</del>		<del>Service Corporate Director</del>	<del>17.12.10 19.01.11</del>	<del>0.56</del>

**Distribution** This document has been distributed to:

Name	Title	Date of Issue	Version
Karen Jones	Senior Project Manager	<del>07.11.10</del> <u>19.01.11</u>	<del>0.26</del>
John Thomson	Deputy Leader and Cabinet Member for Community Services	<del>07.11.10</del> <u>19.01.11</u>	<del>0.26</del>
Jemima Milton	Portfolio Holder for Adult Care	<del>07.11.10</del> <u>19.01.11</u>	<del>0.26</del>
Sue Redmond	Corporate Director	<del>07.11.10</del> <u>19.01.11</u>	<del>0.26</del>
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Stephen Slater	Senior Contracts Solicitor	10.12.10	0.4

**Older Peoples Accommodation**

**Development Strategy  
Name**

**Title**

**Date of  
Issue**

**Version**

Development Strategy Name	Title	Date of Issue	Version
Brad Fleet	Service Director – Development Service	07.11.10	0.2
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