

Adults and Communities Strategy 2025-2029

Communication and Engagement Plan

Launch date 2025

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10-10-2024

Context

The current Adults and Communities strategy: *Delivering Wellbeing and Opportunities: Adults and Communities Department Ambitions and Strategy for 2020 – 2024* is coming to its review point of 2024/2025.

The strategy will provide a framework for our policy, process and ways of working for the Adults and Communities (A&C) Department. The final agreed strategy will be available to our staff, our providers and partners and the public once it goes live in 2025.

The new strategy features the service areas of the Adults and Communities (A&C) department. These include Adult Social Care (ASC), Culture Leicestershire and the Adult Learning Service.

The previous strategy focussed on a time when the County was experiencing the impacts of the Covid 19 Pandemic and since then our services have moved on, along with our strategic aims.

To support the department in planning for the next 4 years, a new, updated strategy is required. The new strategy focuses on how the department will work on key themes around promoting independence, community cohesion, and increased opportunities for the people of Leicestershire.

It continues the strategic approach of the current strategy, focussing on the model of Wellbeing, Prevent, Delay, Reduce and Meet need and provides the aims for the different services within the Adults and Communities Department over 2025 – 2029.

There are ambitions embedded within the current strategy which are still valid for this refreshed version. These themes are to continue with new, updated descriptors about how we will realise these ambitions. These ambitions include:

- Improved customer experience and satisfaction
- Promoting wellbeing through universal services
- Developing and supporting inward investment for new social care accommodation
- Promoting independence
- Working effectively with partners including co-production, co-design and engagement
- Providing high quality information and advice
- Building a flexible, talented, motivated workforce including apprentices
- Seamless transition from children to adult services
- Improved use of technology

Communication and Engagement Overview:

Our communication and engagement will support the delivery of the new strategy. Through engagement and co-production of the draft strategy, we have included what is important to people who will be impacted by the strategy. The next steps are to continue to engage and consult with the people of Leicestershire, our strategic partners, providers, staff and elected members before releasing a final version in 2025.

Through effective communication streams, we have the following aims to:

- Use a range of tools, delivering messages in a timely way, so that our reputation is managed and our residents, staff, and members are fully updated on the changes and proposed strategy
- Use two-way channels of communications to encourage dialogue and feedback. This will be interpreted and fed back in to drive decisions
- Support consultation, engagement, and co-production,
- Forecast risk to reputation and escalate this to senior managers and members.
- Fully brief Members on key messages and media work
- Identify spokespeople, visuals, and filming opportunities
- Engage our partners and audiences via established networks using a range of communications tools, including email updates and face to face briefings. Contact with partners and stakeholders will be mapped to avoid inconsistency of message.

We will tailor our communications to each stakeholder group in order to:

- Increase understanding and engagement of staff around the new strategy
- Give staff and residents a voice, creating a two-way channel of communication
- Ensure that communications are delivered in a timely way and using the best methods to reach its intended audience
- Ensure that the Policy, Comms and Engagement workstream supports the other workstreams to deliver their communications objectives
- Explain how the strategy will support and improve the lives of the people in Leicestershire

Stakeholder mapping:

Stakeholder mapping has identified a number of key audiences that will need to be considered and communicated with

Key Stakeholder	Key Messages	How we will communicate
Adults and Communities Staff	<ul style="list-style-type: none"> • Informing of the new strategy • Identifying the key elements of the strategy including different services within A&C; strength-based approach; promoting independence; how we will develop our staff to succeed and what the strategy means for A&C; partnership working • Informing of the new strategy once approved by cabinet 	<ul style="list-style-type: none"> • Circulated email updates/briefings • Staff briefings • Attendance at team meetings • Presentation for team managers to deliver at their own team meetings • Roadshows when new strategy is live • Viva Engage • News for All
CMT (Corporate Management Team) & Elected Members	<ul style="list-style-type: none"> • Informing of the new strategy and the updates within it • Informing them of the progress of the strategy • Seeking comment around draft versions • Seeking comment and approval to take draft to consultation • Seeking comment and approval of final draft following consultation 	<ul style="list-style-type: none"> • Scrutiny and cabinet reports • CMT (Corporate Management Team) papers
Wider Leicestershire County Council staff	<ul style="list-style-type: none"> • Informing of the new strategy - post consultation and agreement by cabinet 	<ul style="list-style-type: none"> • LCC's Intranet pages • Staff Briefings
General Public and People with Experience of Services	<ul style="list-style-type: none"> • Consultation around the content of the new strategy – allowing for a dialogue for their comment and us to review and make appropriate changes to the strategy • Informing of the new strategy once draft approved by Cabinet 	<ul style="list-style-type: none"> • Consultation questionnaire digitally and paper version • Use of social media for consultation and informing of the strategy • LCC public website to inform of the consultation and also the finalised strategy when ready • Leicestershire Matters • Consultation group meetings with targeted groups
Care Providers	<ul style="list-style-type: none"> • Co-production and engagement activity completed around what should be covered in the draft strategy 	<ul style="list-style-type: none"> • Attendance at Provider forums • Information in Provider Bulletins

	<ul style="list-style-type: none"> • Consultation around the new strategy • Informing of the new strategy once live 	<ul style="list-style-type: none"> • Email and social media • LCC website • Provider portal
Key Strategic Partners (including Public Health, Integrated Care Boards ICBs, Charity and Voluntary Sector)	<ul style="list-style-type: none"> • Informing of the key elements of the strategy including different services within A&C; strength-based approach; promoting independence; how we will develop our staff to succeed and what the strategy means for A&C; partnership working –and timescales • Consultation around the new strategy • Informing of the new strategy once live 	<ul style="list-style-type: none"> • Attendance at key partnership boards • Attendance at forums • Social Media and internet including websites such as LD Partnership Board • LCC public website

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