

Health and Wellbeing Board

21 October 2013

Communication and Engagement and the Health and Wellbeing Board

1. Purpose

This paper describes an infrastructure for Communication and Engagement that takes due account of all the other Communication and Engagement activity within the wider Walsall Partnership and suggests a process whereby the Health and Wellbeing Board might share ownership of the Walsall Partnership Communication and Engagement Strategy whilst recognising its own individual role through development of two specific action plans for the Health and Wellbeing Board – one covering communication and the other covering engagement.

2. Recommendation

That the Health and Wellbeing Board (HWB) considers the infrastructure described below and agrees that the process described is acceptable for development of a shared Communication and Engagement Strategy as well as two action plans for the HWB, one for Communication and the other for Engagement.

3. Report detail

The Walsall Partnership structure has a comprehensive infrastructure already in place that includes communication and engagement. It is proposed that the HWB links to this structure as it will provide the necessary co-ordination to reduce the potential for duplication and conflict.

The Partnership Communication and Engagement Strategy is currently being developed and will be need to be agreed by all the partners. It is envisaged that a draft strategy will be reviewed by the Partnership Tasking and Co-ordination Group (PT&CG) in December. In parallel, each partner – including the HWB - will be expected to develop two action plans, one for communication and one for engagement that will sit under the Partnership strategy. The templates to be completed will be agreed by the collaborative groups described below It is these

action plans that will provide the detail for HWB communication and engagement activity.

3.1 The Walsall Partnership infrastructure for Communication and Engagement:

The wider Walsall Partnership is in the process of developing a number of collaborative groups that focus on specific service deliverables; these include communications and consultation and engagement. Each group forms part of the Walsall Intelligence Network (WIN).

Membership of these groups, as a minimum, includes all partnership agencies but extends wider, as required, to include representation from strategic thematic boards or specific services. As such, the focus is holistic including all partnership activity and provides an efficient way of engaging a wider audience.

Activity is reported through to the Partnership Tasking and Co-ordination Group (PT&CG) which meets every 6 weeks. Membership of the PT&CG includes officer representatives from each of the 4 priorities within the Walsall Plan. These broadly translate into issues regarding health and well being, children and young people, the economy and community safety.

The Communication Group meets on a 6 weekly cycle to align with the PT&CG meeting scheduled and following the agreement of the strategy by PT&CG in June is working on developing work plan and contacts matrix to maximise opportunities to communicate.

The WIN Consultation and Engagement Group is scheduled to meet for the first time on 24 October. Initial work will focus on development of the partnership strategy for consultation and engagement and development of an overview of consultation and engagement activity which will help identify opportunities for collaboration. It is anticipated that the Consultation and Engagement Group will also meet on a 6 weekly basis.

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