

Denburn/Aurora Project: Stakeholder & Communications Engagement Plan

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Stakeholder and Communications Engagement Plan

Stakeholder	Stake in Project	Type of Engagement	Purpose of Communication	What do we need from them?	Method	When do they need to know and how often?	Key Messages	Costs Incurred	Responsibility	Outcome
Denburn/Aurora Practice Partners	To shape the future delivery of Primary Health and Care Services. HIGH	Collaborate	They will deliver the future service.	Clinical expertise	Workshops Meetings Project Group 121 Sessions	Monthly/ As required	Transformation of Service Modernise infrastructure Innovative Schedule Of Accommodation Design Achieve best value.	Workshop budget – Transformation Fund	Lead Planning Manager Project Managers	Approval of Future Service Delivery Model, Schedule of Accommodation and sign off IA (Initial Agreement), OBC (Outline Business Case) and FBC (Full Business Case). Agreement of Interim Transitional Period Arrangements.
Denburn/Aurora Practice Management Team	To shape the management model for future Primary Health and Care Services. MEDIUM	Collaborate	They will manage the future service.	Operational expertise	121 Sessions Team Meetings	Weekly/ Monthly/ As Required	Lead Roles Key Tasks Actions Timelines	Not applicable	Programme Director and Lead Planning Manager/ Project Managers	Task delivered on timescale to meet CIG (Capital Investment Group) deadlines.
Denburn/Aurora Practice Support Staff	To shape the support and administration model for the future delivery of Primary Health and Care Services. MEDIUM	Consult	They will support the future service.	Operational expertise	Workshops Project Group 121 Sessions	Monthly	Transformation of Service Modernise infrastructure Innovative Schedule Of Accommodation Design Achieve best value	Workshop budget/ Transformation Fund	Lead Planning Manager Project Managers	Approval of Future Service Delivery Model, Schedule of Accommodation and sign off IA (Initial Agreement), OBC (Outline Business Case) and FBC (Full Business Case)

GMS (General Medical Services) Indirect Practices	To be involved in shaping the services to patients city wide HIGH	Collaborate	They will deliver a part of the future service	Clinical and Operational expertise	121 Sessions	As required	Transitional Period Business as Usual Seamless Transition	TBC	Lead Planning Manager/ Project Managers	Approval of Interim Transitional Period Arrangements. Approved boundaries throughout the city
Community and Patient Representatives	To influence the decision making process playing a key role as advisor/ Influencer HIGH	Collaborate	To influence decisions bringing valuable user experience	User and Community perspective	Events Communications Sub Group Project Group National Standards for Community Engagement	Fortnightly Monthly As required at specific events	New Delivery Model Site Location Future access to GMS (General Medical Services/GP)	Expenses Workshop Budget Events	Project Manager/Public Involvement Officer/ Development Officer	Fully involved in process and design meets the needs of public/community. Opportunities to influence are maximised
Denburn, Northfield, Mastrick Communities	To shape future service delivery model and impact this has on the community MEDIUM	Collaborate	They live in the communities which will be directly affected by the proposals	User and Community perspective, Feedback on Community Concerns	Community Council Meetings Newsletter Social Media Briefings Consultation Events Letters Questionnaires National Standards for Community Engagement	Monthly Regular Basis/ As Required	New delivery model Site location Future access to GMS (General Medical Services/GP) Transitional Period	Workshop Budget/Events	Lead Planning Manager Project Managers Public Involvement Officer Development Officer	Fully involved in process and design meets the needs of the community.
GMS (General Medical Services/GP) Patients	To improve access to services and shape future service delivery model. MEDIUM	Collaborate	They will be recipients of the future service and interim city centre solution	User perspective.	Workshops Project Group 121 Sessions Website Newsletter Social Media Briefings Consultation Events Letters Questionnaires National Standards for Community Engagement	Monthly Regular Basis/ As Required	New delivery model Site location Future access to GMS (General Medical Services/GP) Transitional Period	Workshop budget Transformation Fund	Lead Planning Manager Project Managers Public Involvement Officer Development Officer	Patient, Community and Public engagement in design. Patient Focussed Services with an interim solution agreed

Dental Patients	To ensure provision remains within the community MEDIUM	Collaborate	They will be recipients of a different model for the community, ease of access	User perspective	Website Newsletter Social Media Briefings Consultation Events Letters Questionnaires National Standards for Community Engagement	Monthly Regular Basis/ As Required	New delivery model Future access to dental services	Workshop/ Event Budget	Lead Planning Manager Project Managers Public Involvement Officer Development Officer Dental Team	Provision in the community maintained with transitional/ decommissioning period agreed
GMS (General Medical Services/GP) Patients – Students <ul style="list-style-type: none"> University of Aberdeen RGU (Robert Gordon University) NESCOL (North East Scotland College) 	To improve access to services and shape future service delivery model. MEDIUM	Collaborate	They will be recipients of the future service and interim city centre solution	User perspective specifically students who access services in the area	Workshops Project Group 121 Sessions Website Student Newsletters (The GAUDIE & RADAR) Social Media Briefings Consultation Events Letters Questionnaires Engagement Standards Aberdeen Student Radio & RGU radio	Monthly Regular Basis/ As Required	New delivery model Site location Future access to GMS (General Medical Services/GP) Transitional Period	Workshop budget Transformation Fund	Lead Planning Manager Project Managers Public Involvement Officer Development Officer	Patient, Community and Public engagement in design. Patient Focussed Services with an interim solution agreed
Dental Management Team	To shape the delivery of Dental Provision in the identified community MEDIUM	Collaborate	They will deliver and manage the future service	Clinical and Operational expertise	Meetings Project Group Impact Assessments	Monthly/ As Required	Service Review Modernise infrastructure Achieve Best Value	Decommissioning	Dental Management Team Programme Director and Lead Planning Manager/ Project Managers	Approval of revised provision in the community maintained with transitional/ decommissioning period agreed
Extended Services <ul style="list-style-type: none"> Allied Health Professionals Pharmacy Link Workers Social Work Community Nursing Mental Health Substance 	To maximise opportunities for Integrated working HIGH	Collaborate	To contribute to the new delivery model, enhancing the range of services available to patients	Operational Clinical and Non Clinical extended service expertise Locality/Community Expertise	Workshops 121 Sessions Project Group	Regular Basis/As Required	New Delivery Model Integrated Working Schedule of Accommodation Design	Workshop/ Event Budget	Lead Planning Manager Project Managers	Approval of Future Service Delivery Model, maximise shared Schedule of Accommodation and signed Service Level Agreements/Operational Implementation Plans

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IJB Partners (Integration Joint Board)	To explore the opportunities to deliver new model of care e.g. AHP (Allied Health Professionals), Pharmacy, Acute Service Planning. HIGH	Collaborate	They may contribute to the delivery of the future service.	Strategic/ Operational expertise.	Reporting to IJB (Integration Joint Board)	Briefing Workshop (Capital Programmes) IA (Initial Agreement), OBC (Outline Business Case), FBC (Full Business Case) Stages. IJB Meetings	Authority Governance Strategic Intent	Not applicable	Lead Planning Manager Project Managers	Approval of Strategic Case.
NHS Grampian (NHSG) Partners	To ensure efficient use of NHS Grampian resources and develop infrastructure in line with NHSG Asset Management Plan. HIGH	Collaborate	They will manage the capital planning and Hubco Project Management.	Planning expertise (capital, assets and Hubco).	Reporting to AMG. (Asset Management Group)	Bi-monthly to AMG. (Asset Management Group)	Modernise infrastructure Achieve best value Workforce	Workshop budget – Transformation Fund	Lead Planning Manager Project Managers	Approval of Future Service Delivery Model, Schedule of Accommodation and sign off IA (Initial Agreement), OBC (Outline Business Case) and FBC (Full Business Case).
Aberdeen City Council (ACC) Partners	To explore the opportunities to integrate wider services in the future service delivery model. MEDIUM	Involve	They may deliver other services from the new building.	Operational expertise and input at planning stage.	Reporting to Committee.	As required.	Housing, Welfare Services and Children's Services/ Schools/ Chief Social Work Officer	Not applicable	Councillor Officers and Lead Planning Manager.	Approval of Strategic Case.
Locality Leadership Groups (LLG)	To ensure Integrated and locality based opportunities are maximised	Collaborate	Locality Perspective on the future service delivery model	Locality Perspective and expertise	Meetings Workshops	Quarterly	Locality Working Transformation of Services	Not applicable	Lead Planning Manager/ Project Manager	Approval of Future Service Delivery Model, Schedule of Accommodation and sign off IA (Initial Agreement), OBC (Outline Business

	MEDIUM									Case) and FBC (Full Business Case).
Scottish Health Council	To advise in relation to matters relating to Major Service Change/ National Standards for Community Engagement HIGH	Collaborate	Patient and Public Perspective	Professional Expertise/Advice	Meetings as required	As required	Advice & Guidance	Not applicable	Lead Planning Manager Project Managers Public Involvement Officer Service Change Advisor	Decision on Major Service Change/Engagement Activities/Evaluations
Community Planning Partnerships	To ensure Community Planning opportunities are maximised MEDIUM	Collaborate	Partner Agencies	Community Planning perspective/ expertise	Meetings as required	As required	Working with and alongside communities to develop the services that they need	Not applicable	Lead Planning Manager Project Managers	Approval of Future Service Delivery Model, Schedule of Accommodation and required Infrastructure
Grampian NHS Board	To fully consider all options and make decisions in line with priorities in the Asset Management Plan. HIGH	Empower	Approval of plan and associated capital spending.	Approvals and Capital Funding.	Reporting NHSG Board.	IA (Initial Agreement), OBC (Outline Business Case) and FBC (Full Business Case) stage to Board.	Governance Capital Programme Capital Budget Links to acute services	Not applicable	Programme Director and Lead Planning Manager	Approval of Strategic Case, Economic Case, Commercial Case, Financial Case and Management Case, at IA (Initial Agreement), OBC (Outline Business Case) and Full Business Case (FBC) stages
Aberdeen City Council (ACC) Councillors/MP's/ MSP's	To ensure the concerns and needs of their constituents are understood and considered. HIGH	Involve	Testing the plan with the public.	Feedback on community concerns and assistance to share information.	Elected Member briefings and Reporting to IJB. (Integration Joint Board)	IA (Initial Agreement), OBC (Outline Business Case) and FBC (Full Business Case) stages.	Service change affecting constituents.	Not applicable	Lead Planning Manager/ Project Manager	Supportive of the proposals and approve the relevant Business Case

Third/Independent Sector	To explore the opportunities to deliver a mixed model of health and care services. MEDIUM	Collaborate	They may be partner in future service delivery model.	Operational expertise and input at planning stage.	Project Group.	Monthly	Transformation of Service Commissioning Achieve best value Workforce	Not applicable	Lead Planning Manager/ Project Manager	Third/Independent sector engagement in design and delivery of new model.
SHMU – Station House Media Unit	To provide a platform to communicate with the wider community and public groups MEDIUM	Involve/ Inform	Communicating aspects of the Project with the wider public and community/ groups	Community Expertise Feedback on Community concerns and assistance to share information	Radio Shows Community Newsletters – Regeneration Area's	As required	Transformation of services New Delivery Model Site Location Integrated Working Schedule of Accommodation	Publication Materials/ Budget Events	Lead Planning Manager Project Manager Patient Community Reps Public Involvement Officer Development Officer	Utilise varying methods of communication with those affected by the changes to reach as large an audience as possible
Grampian Regional Equality Council Protected Characteristic Groups <ul style="list-style-type: none"> • Age. • Disability. • Gender reassignment. • Marriage and civil partnership • Pregnancy and maternity. • Race. • Religion or belief. • Sex. • Sexual orientation 	To ensure needs and concerns are understood and considered under the Equality Act 2010 MEDIUM	Collaborate	To ensure those identified as Protected Characteristics are identified and communicated with, using appropriate methods. Extra/varied communication consideration	User Perspective, specific to particular user groups. Pay particular attention to those for example without digital access/ethnic minorities, hearing or sight impairments etc.	Workshops 121 Website Newsletter Social Media Briefings Consultation Events Letters Questionnaires Internal Reports National Standards for Community Engagement Patient Demographics	Monthly Regular Basis/ As Required	New delivery model Site location Future access to GMS (General Medical Services/GP) services. Transitional Period	Workshop budget – Transformation Fund. Translating Information Communication Methods	Equality and Diversity Manager Lead Planning Manager Project Managers Public Involvement Officer Development Officer	To ensure protected groups are not discriminated against under the obligations of the Equality Act 2010
Scottish Government	To ensure full compliance with SCIM, (Scottish Capital Investment Manual) Major Service Change and secure funding.	Empower	Approval of plan and associated capital spending.	Approvals and Capital Funding.	Reporting to Capital Investment Group.	IA (Initial Agreement), OBC (Outline Business Case) and FBC (Full Business Case) stages.	Authority Governance Capital Programme and funding	Not applicable	Chief Officer, Programme Director and Lead Planning Manager	Approval of IA (Initial Agreement), OBC (Outline Business Case) and FBC (Full Business Case).

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General Guide to Type of Engagement :	
Inform :	To provide balanced, accurate and consistent information to assist stakeholders in understanding the issue, alternatives, opportunities, solutions.
Consult :	To obtain feedback from stakeholders on issues, alternatives, outcomes, solutions.
Involve :	To work directly with the stakeholder to ensure their concerns and needs are understood and considered.
Collaborate :	To work together with the stakeholder in looking at the development of alternatives, decision-making, and identifying preferred solutions.
Empower :	To give the stakeholder decision-making powers. Stakeholders are enabled/equipped to actively contribute to the outcome.