

## **Communication & Engagement Strategy**

### **Draft Young Carers Strategy 2017-2020**

#### **Section 1: Introduction**

- It is intended that the Draft Young Carers Commissioning Strategy document be used by the Local Authority and key partners to drive service planning and commissioning. It recognises the different needs and outcomes for Young Carers and Young Adult Carers. It describes the services required to support Young Carers and Young Adult Carers to carry on caring for as long as they are willing and able to do so.
- Therefore this C&E Strategy will be used subject to approval in order to effectively consult, inform and engage with relevant stakeholders.

#### **Section 2: The Background**

- Currently at this point the Draft Young Carers Commissioning Strategy has completed its 90 day consultation. The Draft Strategy has been developed in order to meet requirements of the Act going forward and the services in which we aim to provide to Young Carers in Neath Port Talbot.

#### **Section 3: Corporate Strategic Context**

- The Communications and Engagement Strategy for the Draft Young Carers Commissioning Strategy has been developed in order to perform an effective function through the consultation period of the Draft YCC Strategy, this has been developed with due consideration to other key council strategies and policies.
- In line with NPT's Family Support Strategy (2015 - 2018) and Early Intervention and Prevention Strategy (2014 - 2017) the Council has made a commitment to promote and improve the health and wellbeing of the children and families that it works with by providing needs led and outcome focused services.
- **NPT Corporate Improvement Plan:-**

To improve outcomes for children in need and children looked after by improving the performance of the Council's Children and Young People Services Department.

#### **Section 4: Overarching Strategy**

- To undertake planned, effective communications and engagement activity to engage with all stakeholders in order to take a systematic approach to informing key stakeholders of the consultation and the means of providing feedback. The Plan will also outline the activities which will be undertaken in an attempt to reach stakeholders who may have protected characteristics.

#### **Section 5: Aims:-**

- To engage with all stakeholders about the Draft YC Strategy ensuring that a clear understanding is gleaned by all involved surrounding the reason of the Strategy, assuring Young Carers and Young Adult Carers the Council's commitment to the Draft YC Strategy.
- To achieve maximum coverage to key partners and stakeholders, including engaging hard to reach groups which we will endeavour to retrieve information which will be valuable to influence the Draft Strategy.

#### **Section 6: Objectives:-**

- To deliver the actions outlined in the Communication & Engagement action Plan
- To encourage specific stakeholder groups, namely Young and Young Adult Carers to actively engage with the Draft Strategy at each key milestone.
- To identify any potentially contentious issues which may arise, and respond effectively with information that is contextual and reassuring.
- To ensure clear information is passed to stakeholders at each of the key milestones within the action plan.

## **Section 7: Milestones:-**

- Initial report to Cabinet asking for permission to consult on the Draft YC Strategy
- Start of Public consultation on Draft YC Strategy (90days)
- End of Public consultation on Draft YC Strategy
- Consultation Report back to Cabinet for decision
- Formally endorse the YC Strategy in order to provide strategic direction for services for Young Carers and Young Adult Carers over the next 3 years.

## **Section 8: Stakeholder Mapping:-**

Level of Engagement	Named Groups Or Interested Groups
Proactive Engagement	<ul style="list-style-type: none"><li>• Statutory bodies</li><li>• health and social services</li><li>• 3rd Sector and private organisations and</li><li>• internal service providers.</li></ul>
Key Stage Engagement	<ul style="list-style-type: none"><li>• Children and young people services staff.</li></ul>
Consultation	<ul style="list-style-type: none"><li>• Young Carers and Young Adult Carers.</li><li>• Individuals with a care and Support need or a disability. Individuals who are 'cared for'.</li></ul>
General Information Availability	<ul style="list-style-type: none"><li>• Schools and other educational establishments.</li></ul>

## **Section 9: Key Messages:-**

- What do you think of the Strategy?
- Do you feel the Draft Strategy will meet the needs of Young Carers and Young Adult Carers?
- Do you think we have missed anything?
- Is the Draft Strategy easily understandable?

## **Section 10: Tactics:-**

**Appropriate channels for communicating and engaging with each stakeholder audience:**

- Online consultation questionnaire tool Objective.
- Meetings
- Focus Groups/Workshops

## **Section 13: Risks:-**

### **General risks**

<b><u>Risk</u></b>	<b><u>Likelihood</u></b>	<b><u>Impact</u></b>	<b><u>Counter Measures</u></b>
Stakeholders failing to engage, including priority stakeholders in Young Carers and Young Adult Carers	Medium	High	Provide opportunities in areas and at times where the mechanisms are accessible for them to engage easily.

## **Section 15: Action Plan:-**

**The Action Plan below will organically indicate key milestones of communication and engagement subject to approval of the Draft YCC Strategy at Cabinet on 05.01.2017**

Date/Time	Who/Communication Mechanism	Lead	Resources	

			/Budget	
01.02.2017	Objective consultation Tool goes live in English and Welsh	AS/Communications	N/A	
February	<ul style="list-style-type: none"> <li>• Internal service providers and Children and young people services staff. - Internal TM/PO Meetings and email of links to online tool</li> <li>• AMB Carers Partnership-meeting and links circ to the membership</li> <li>• Young Carers Subgroup- meeting and links circ to the members</li> <li>• Carers Locality group-meeting and links circ to members inc Adult Carers newsletter</li> <li>• WREC- Commissioned Service-Meeting and links circulated within the organisation and feedback from Parents of Carers sought on consultation</li> <li>• CVS- Links circulated to members and on CVS Social Media</li> <li>• YMCA Swansea/Neath- Links sent via email and distributed on their social media</li> </ul>	AS		
MARCH	<ul style="list-style-type: none"> <li>• Hos in Education x2 –links sent via email</li> <li>• Youth Service Officers –via email</li> <li>• Secondary Headteachers- links sent via email</li> <li>• Primary Headteachers-links sent via email</li> </ul>	AS		

	<ul style="list-style-type: none"> <li>• Secondary School Councils- links sent via email</li> <li>• Primary School Council leads- links sent via email</li> <li>• Think Family Partnership- links distributed to members</li> <li>• Housing Options Services and Supporting People- Links sent email and disseminated across their Provider lists</li> <li>• Adult Services Principal Officers to disseminate to teams- via email links</li> <li>• CVS BME Engagement Officer meeting to discuss the strategy and future work in order to establish 'hard to reach' group communication</li> </ul>			
April	<ul style="list-style-type: none"> <li>• Young Carers Event 19<sup>th</sup> April- Consultation Workshop with 10 NPT YC (Welsh officer present)</li> <li>• Evening Youth Club for YC 24<sup>th</sup> April- Consultation Workshop with 5 (Welsh Officer Present)</li> <li>• Parents of Young Carers Consultation 11-1pm 28<sup>th</sup> April (Welsh Officer Present)</li> </ul>	AS/participation & Engagement Officer DB/Welsh Officer		