

Phased Consultation, Engagement & Communication Plan for the Care Act 2014 – January 2014 to April 2015

Phase Subject	Phase 1 – Awareness Jan – Jul 14	Phase 2 – Engagement Aug – Sep 14	Phase 3 – Consultation Oct – Nov 14	Phase 4 – Review Dec 14	Phase 5 – Implementation Jan – Mar 15
Timeline/Milestones	<ul style="list-style-type: none"> Care Bill becomes the Care Act May 2014 Programme, project and workstream structure established 	<ul style="list-style-type: none"> 28th August – Care Act Board approve to submit to Health & Social Care Scrutiny Board 30th September – Scrutiny Board review proposed approach to implement the Act 	<ul style="list-style-type: none"> 27th October – Better Lives Board TBC – National Guidance Published TBC - National Publicity Campaign Commences 		1 st April 2015 – Requirements of the Care Act
Consultation	<ul style="list-style-type: none"> Complete stakeholder analysis. Inform key objectives of the Care Act to All Groups which includes: <ul style="list-style-type: none"> staff service users carers public 3rd sector partners 3rd Sector agencies invited to attend Programme Board, Project Teams and Workstreams. Agencies involved include: <ul style="list-style-type: none"> Leeds Care Association Leeds Carers Voluntary Action Leeds Healthwatch Volition Advonet DIAL 	<ul style="list-style-type: none"> Carers & Service users - Use information from previous consultation exercises (e.g. home care consultation, care and repair, carers, South Leeds & Hyde Park health & Wellbeing Questionnaire, BME Day Services, etc.), to identify what is already known and not repeat past efforts. 3rd Sector – Engagement with service users and carers managed through involvement of 3rd sector agencies (i.e. Carers Leeds, Carers Strategy Group, Healthwatch, etc.), ensures service users and carers are represented in the design of possible options but manages risks associated with raising expectations. Staff – TBC Health & Providers - Use existing forums, meetings and events with providers and 3rd sector agencies to spread knowledge of the Care Act. All Groups – September 14 Arrange consultation events for a 4 week period in Phase 3. 	<ul style="list-style-type: none"> All Groups - Formal 4 week consultation on the “Leeds Offer” All Groups - Use existing forums, meetings and events with providers and 3rd sector agencies to complete consultation All Groups – Consult on options appraisal completed and decisions made as to what operational processes and systems will be changed. Carers, Service Users & Public - Complete the EIA based on outcomes of options appraisal and decision(s) made. 	<ul style="list-style-type: none"> All Groups - Review the outcomes of the formal consultation and develop detailed plan for implementation. 	<ul style="list-style-type: none"> All Groups - Need to monitor and measure any impacts in terms of user profiles of changes to uptake in services, processes and systems. All Groups - Feedback to those people involved in the engagement and consultation processes.
Communication	<ul style="list-style-type: none"> Staff Held a series of workshops with staff and partners from health, providers and 3rd agencies Staff - Created a dedicated Staff Place page for sharing information Health, Partners & Staff - Published information on the Better Lives Blog Site Public - Created a dedicated page on Council website Political & Executive - Engaged with senior management and members 	<ul style="list-style-type: none"> All Groups – 28th August provide Care Act Board with copies of publicity material for approval to ensure a consistent message is delivered across all parties (public, staff, service users, carers, and partners). All Groups – September 14 Publish updates on Phases 3 - 5 via existing channels of communication as used in Awareness phase. 	<ul style="list-style-type: none"> All Groups - Raise awareness of the consultation process among staff, service users, carers and the public through existing channels of communication. 	<ul style="list-style-type: none"> All Groups - Communicate the outcomes of the consultation phase and the subsequent decisions made to all stakeholders. All Groups - Inform stakeholders of the timetable for implementation of any changes. 	<ul style="list-style-type: none"> Staff - Provide staff with regular updates on implementation Staff - Complete staff training sessions on the changes required to operational systems and processes
Risk / Issue Management	<ul style="list-style-type: none"> Approval from senior management to engage with service users and carers in view of managing future expectations, reputation of the council and financial realities given at CAPB 31.07.14. 	<ul style="list-style-type: none"> Need to ensure clear, concise and timely engagement that clearly and realistically sets the scope of the Care Act and doesn't raise expectations beyond LCC capacity to deliver, such expectations need to be proactively managed through these clear and concise communications. 	<ul style="list-style-type: none"> Consultation to take place once the Care Act Board has approved the “Leeds Offer” and its associated options. We need to be honest with stakeholders wherever there are limitations on what the council can provide in future as this is a legal duty. 	<ul style="list-style-type: none"> Reputational damage if we are not clear on what we are publishing in terms of the final options chosen (what, why, how, when and impact). 	
Benefits	<ul style="list-style-type: none"> Raised awareness among staff and strategic partners of what the Care Act is Achieved partnership buy-in and secured on-going involvement 	<ul style="list-style-type: none"> Include service users and carers insight into the design process through involvement of 3rd sector agencies. Lowers risk of creating unrealistic options Assurance to wider community that peers have helped in design. 	<ul style="list-style-type: none"> Manages expectations of change and any new service offers Promotes opportunity to give views Coordinates with and localises the national awareness campaign 	<ul style="list-style-type: none"> Complete gap analysis Opportunity to learn lessons that can be fed into the final development process 	<ul style="list-style-type: none"> Helps quickly uncover any unexpected problems or benefits of new working Informs ongoing-service development