Engaging and communicating with our key stakeholders

The Wilson Health and Wellbeing Campus

19 April 2016

right care
right place
right time
right outcome

Where we are now…

- Wellbeing group up and running

- Web presence launched with chance to build on this in coming months

- Monthly stakeholder e-bulletin launched with community version to follow in May

- Planning community outreach over summer 2018

- Opportunity for people to influence design brief

What do our stakeholders think now?

- Positive about overall project aims but some lack of confidence over vision becoming reality

- Desire to be **part of** shaping the programme not just told about it

- Not clear about how their **feedback** is used

- Unsure about **how to get involved** or where to get the latest information

- Lack of **follow up** since Community Conversations work

Gaps and challenges

- Thorough and current understanding of local community and wider stakeholders

- Updated stakeholder map – reflecting on our reach to seldom heard people/groups, critical for design brief

- Being clear about what people can influence, when and how

- Being clear about how we will keep stakeholders informed

Gaps and challenges

- Forward view - aligning comms and engagement activity with project milestones

- Clarity on role of the Programme Board and how it responds to key influencers

- Two way communications with Programme Board – reporting activity into and out of - through wider comms channels

- Local resident involvement at strategic level

Solutions

- Website offers opportunity for greater transparency

- Regular updates through newsletters, website and social media

- Updating our stakeholder map – reflecting on our reach to seldom heard people/groups

- Developing a comprehensive stakeholder database

- Ensuring stakeholder communications is managed through the Programme

Solutions

- Community outreach plan – clarity on purpose and how feedback will be used

- Core script and FAQs under development – to support those delivering community outreach

- Mapping C&E activity against project milestones

- Development of an integrated C&E action plan to support existing strategy

- Formal reporting mechanism needed for C&E

Recommendations

- Agree joint C&E protocol

- Agree formal reporting mechanism to Programme Board – You Said, We Did?

- Representative of Wellbeing Workstream to join Programme Board or consider resident reference group

- Complete mapping of C&E activity against project timeline