

## **SUMMARY OF PROMOTION AND PARTICIPATION ACTIVITY UNDERTAKEN BY THE COUNCIL**

### **Summary of communications activity**

Throughout the consultation and pre-consultation period, we have kept the public informed of the development of the consultation in a variety of ways, including regular press and media briefings for the Daily Post, Rhyl Journal and the Denbighshire Free Press. These include the following:

1. 28 July 2015 - Press Release: '*Cabinet agrees to formally consult on its in-house care provision*'.
2. 16 October 2015 - Press Release: '*Council launches formal in-house care review consultation*'.
3. 21 October 2015 – Information on the consultation was sent out to Denbighshire Voluntary Services Council (DVSC) for distribution to their networks, and it was also published on their website.
4. 9 November 2015 Press Release – to publicise the public consultation meetings on the future of in-house care services.
5. 20 December 2015 – Frequently Asked Questions feature published to the media, placed on Denbighshire's website and on the websites of the Rhyl Journal, Free Press and the Daily Post.

In addition there have been:

- Television and BBC radio interviews to explain the process and advertise the consultation events.
- Articles in the September 2015, December 2015 and February 2016 editions of County Voice. The article in the winter edition was entitled: '*Council reminds residents on in-house care review consultation*'.
- Information placed on the Council's website has been regularly updated, including 5 newsletters giving updates as the formal consultation has progressed.
- Regular feed of information about the public meetings and other updates on social media (i.e. the Council's Twitter and Facebook pages)
- Information distributed via the DVSC both in hard copy newsletters and through electronic briefings.
- A further press briefing has been arranged for the Journal, Free press and Daily Post before the papers for the April meeting of the Performance Scrutiny Committee are made public.

In addition the following participation activities has taken place:

<b><u>Stakeholder</u></b>	<b><u>Focus</u></b>	<b><u>Method of consultation/activity</u></b>
Service Users	Residents, service users and friends & family of those using current services.	Needs assessments of every service user took place during the pre-consultation period, and discussions were held with all service users, along with their family/friends/advocates where they chose to participate. Feedback from these meetings was fed into the consultation stage.
	Tenants living in Extra Care Housing schemes where DCC staff currently provide care services.	Discussions held with all tenants in Llys Awelon, Gorwel Newydd and Nant y Mor to gather their views about the future of in-house care services. These views were fed into the consultation process.
	Tenants of sheltered housing schemes	Project officer met with tenants at Cysgodfa, Llys y Faner and Llygadog sheltered housing schemes to discuss the potential implications of each option for them.
Community Support Services Staff	Hafan Deg, Dolwen, Awelon, and Cysgod y Gaer staff teams	Members of the project team visited all 4 schemes on a regular basis. They were also at least two visits by the Head of Service and the Lead Member. Union representatives and the Project manager also visited all projects and offered to visit as often as requested.
	Staff in Extra Care Housing schemes	Members of the project team, including Union members, have attended team meetings throughout the consultation period to gather views and to keep them updated on progress.
	Social care staff teams in the north of the county	Senior officers attended team meetings to discuss proposals and to respond to feedback as the consultation progressed.
	Social care staff teams in the south of the county	Senior officers attended team meetings to discuss proposals and to respond to feedback as the consultation progressed.

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	All Community Support Services Staff	4 staff engagement events were held in different venues across the county to which all staff in the Community Support Service were invited. A total of 302 staff attended these events, and each event included a presentation of the options for each scheme, and a workshop to enable staff to discuss their thoughts and to feed into the consultation.
	All Community Support Services Staff	Internal messages were circulated regularly to keep staff updated, including the use of the 'Friday Update' from the Head of Service.
	Supporting People Team	The Project Manager met with the Team Manager and staff to discuss the project and possible implications for Supporting People tenants.
Elected Members	Dee Valley member area group	Officers involved in the project presented an update and responded to questions
	Denbigh member area group	Officers involved in the project presented an update and responded to questions
	Rhyl member area group	Officers involved in the project presented an update and responded to questions
	Ruthin member area group	Officers involved in the project presented an update and responded to questions
	Elwy member area group	Officers involved in the project presented an update and responded to questions
City, Town and Community Councils	All Councils contacted to brief them on the consultation and to ask if they would find it useful for someone to attend meetings	Project officers attended, briefed, and answered questions at, Corwen & Denbigh Town meetings

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Politicians	MPs, AMs and MEPs etc.	The Project Manager wrote to all MPs, AMs and MEPs enclosing details of the consultation.
Health Service	North Locality Leadership team	Head of Service and other senior officers attended meetings to discuss the progress of the project during the pre-consultation and consultation phases.
	Central & South Locality Leadership team meeting	Head of Service and other senior officers attended meetings to discuss the progress of the project during the pre-consultation and consultation phases.
	General Practitioners	Head of Service attended GP Cluster meetings to discuss and update members on the progress of the project.
Health Service	BCUHB managers in the Denbighshire Area	Head of Service attended meetings with senior members of the BCUHB Central Area team to discuss and update members on the progress of the project.
	BCUHB managers in the Denbighshire Area	A Director for BCUHB is on the project team which meets monthly and acts as a steering group for the project.
	BCUHB Equality Stakeholder Group	Project Officer met with BCUHB Head of Equality, Diversity & Human Rights within Workforce & Organisational Development to brief her and the BCUHB Equality Stakeholder Group (members of the public who work with BCUHB to advice on equality issues) on the consultation. Papers sent and further meetings offered.
General Public	Corwen area to include: Family/friends/advocates and those with a particular interest in the future of Cysgod y Gaer	2 public meetings with independent Chair (1 afternoon, 1 evening).
	Ruthin residents to	2 public meetings with independent

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	include Family/friends/advocates and those with a particular interest in the future of Awelon	Chair (1 afternoon, 1 evening).
	Denbigh residents to include Family/friends/advocates and those with a particular interest in the future of Dolwen	2 public meetings with independent Chair (1 afternoon, 1 evening).
	Rhyl residents to include Family/friends/advocates and those with a particular interest in the future of Hafan Deg	2 public meetings with independent Chair (1 afternoon, 1 evening).
3 <sup>rd</sup> Sector partners	Denbighshire Voluntary Services Council (DVSC)'s Health, Social Care & Wellbeing Forum	Project Officer presented an update and responded to questions to encourage engagement in the consultation.
	Denbighshire Health Social Care & Well Being Newsletter	The Project Team provided detailed articles for this newsletter which goes out to all voluntary and statutory agencies in the health and social care sector before the public consultation began and in December 2015.
	North Wales Deaf Association, who use Hafan Deg at least once a week and run Denbighshire Deaf Coffee Club there	Meetings held with staff and service users. Further meetings offered, using translator/project officer who has offered to translate for others in the deaf community who would find this useful.
	Deafblind Cymru who attend Rhyl Deaf Club and Look Hear Deafblind group at Hafan Deg regularly.	Meetings held with staff and service users. Accessible versions of consultation forms and further meetings offered
	Denbighshire Rotary and Siroptimist groups	Member of the public contacted the project officer and offered to brief these groups. Officers offered to attend

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		meetings if required.
	Parkinson's UK	Met Service Improvement Manager to discuss consultation with offer to attend further meetings.
	Faith Groups	Discussions held with representatives of faith groups with offers to meet and discuss further.
	LGBT Older People's network	Meeting held with the Chair of the North Wales LGBT Older People's network to discuss possible implications of the different options under consultation.
	Advocacy Providers	We have been in touch during the engagement phase and Age Connects' Advocacy officers have offered support to older people during the consultation phase
	Age Connects	We have been in touch throughout the consultation period with Community Navigators, staff, volunteers and members and have attended meetings with older people's 'hubhub' networks in Corwen, Ruthin, Denbigh and Rhyl
	'My Life My Way Group'	Project officer has met members of this group of older people who meet monthly at Nant y Mor Extra Care Housing Scheme to discuss the consultation options
	Older People's reference group	Project officer has attended this group to brief them on the consultation and to discuss options. Members include Red Cross, NEWCIS & other Carers organisations, and CSSIW (Care & Social Services Inspectorate Wales).
	Groups/individuals representing those with disabilities and mental health challenges	Project Officer has been in communication with the Learning Disability Planning Group and the Mental Health Planning Group.
	Those with specialist knowledge	Project Officer has sent details of the consultation and offered to discuss

Appendix A: Summary of promotion and participation activities

<u>Stakeholder</u>	<u>Focus</u>	<u>Method of consultation/activity</u>
		further with groups including: Autism Initiatives Older People’s champions in Denbighshire and surrounding counties Older People’s Commissioner’s Office Unique Transgender Network VIVA LGBT group
Other	‘Denbighshire Voice’ Group	The Head of Service and the Lead Member met with this interested party in December to discuss their concerns and views. Minutes were shared and agreed and the Head of Service offered to meet again in future if it would be useful.