

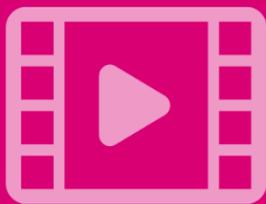


North Ayrshire Council

Corporate

Communications

Communications Strategy 2023 to 2024



North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

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Our Approach

We want to make sure people have a clear understanding of North Ayrshire Council's operations, priorities and challenges and recognise the Council as a reputable and innovative local authority.

We will communicate with those who matter the most - the people, partners and communities we serve, the people we employ and those we do business with.

By facilitating conversations and actively encouraging feedback we will help shape future service transformation and improve service delivery.

All our communications activities are fully aligned to support the delivery of the North Ayrshire Council Plan ensuring our key audiences and stakeholders have a shared understanding of North Ayrshire Council's vision, values, ambitions and performance.

Our Standards

The style and standard of our communications reflect the culture of our Council and reveal who we are, what we value and our direction of travel - these are detailed within our Media Protocol.

All communications issued by the Council – both internal and external – are:

Open and honest - Plain talking and direct as well as truthful and factual.

Timely - Up-to-date information communicated regularly, consistently and quickly.

Clear and concise - Easy to understand and jargon free.

Accessible - Easy to access through online and traditional channels.

Relevant - Targeted at the needs of the intended audience.

Inclusive - Designed to encourage and value discussion and feedback, with information available in formats suitable for people with disabilities and in a variety of languages.

Our Core Principles

We will be driven by the following principles which will frame how we work and prioritise what we do.

Digital by default – placing the strongest emphasis of our work on digital and social media activity. This increases efficiency, reduces costs and is environmentally friendly.

Acknowledging the diversity of our population, a range of communications methods are deployed to reach all our audiences, including those with limited or no digital access.

Insight-driven – based on what we know our customers and stakeholders want.

Focused on audiences rather than policies.

Fully evaluated – so that we can tell what is working well and what needs to be improved.

Innovative – continually reviewing and testing our approach to ensure we deliver the right message, at the right time, in the right format.

Collaborative – working with internal and external partners to foster a culture of shared understanding and collective goals.

Communications Strategy Highlights from 2022-2023

Corporate Social Media Platforms



Our corporate social media platforms continue to grow steadily and attract new followers.

- Over 8.1 million impressions across all social media platforms.
- Gained 4,251 new followers.

Making Waves Festival

The two-day live music event was a success and engagement on social media increased significantly.

- Over 20,000 people attended the beach park and harbourside over the weekend.
- There were 129,776 unique page views on the website.
- On social media, the reach was 598,127 and there were 71,516 engagements.
- There were 129 press items.



Internal Communications

Staff are kept informed through our Staff News website and via our weekly News in Brief update.

- There were 104,105 unique page views on Staff News.
- North Ayrshire Council website received 129,776 unique page views.



Press and Media Enquiries

The Media and Internal Communications Team continue to provide an efficient media service.

- 301 proactive press releases were issued.
- 340 press enquiries were received.
- There were 21 filming requests.



Council Budget Engagement

We supported the budget engagement process by co-ordinating locality events and an online survey.

- 6 locality events were held.
- 37 community organisations were represented.
- Received 1,400 online survey responses.



Council Plan Priority Campaigns

North Ayrshire is a vibrant and welcoming environment

- 197,862 impressions
- 91 social media posts
- 3,164 reactions
- 162 comments
- 408 shares
- 38,939 video views
- 20,324 reel reach¹
- 73 saves²



North Ayrshire is well connected with effective infrastructure

- 161,807 impressions
- 24 posts³
- 1,404 reactions
- 268 comments
- 319 shares
- 19,977 video views



North Ayrshire's residents and communities are safe

- 52,299 impressions
- 41 posts
- 416 reactions
- 89 comments
- 229 shares
- 13,138 video views



¹ Instagram Reels were created as part of the campaign and instead of impressions, reach is used.

² Save is a feature on Instagram where users can save your content if they find it valuable.

³ Twitter was down for 2 weeks whilst the campaign was taking place.

Key Activities for 2023-2024

A summary of our major activity for 2023-24 is outlined below. Our work this year centres around the following key areas:

- Launch of Council Plan 2023-2028
- An ambitious capital investment programme
 - Ayrshire Growth Deal
 - An inclusive, well-being economy
- Tackling Climate Change
- Challenging the factors relating to poverty
- Working in and with the Community
 - Strengthening and deepening our network of locality communication channels
 - Participative democracy and decision making
 - Islands approach
- Other Key Areas of Focus
- Health and Social Care Partnership Communications Activities

Although not exhaustive, activity around these strands, together with ongoing work to promote other key Council policy areas and working closely with the Health and Social Care Partnership, represents the backbone for communications over the next 12 months.

Launch of Council Plan 2023-2028

A new five-year Council Plan is due to be approved this summer. This key strategic document will direct our priorities, resources and set out our statutory obligations. The Communications team will develop a comprehensive programme of work to support the launch and thereafter promote the Plan to staff, residents, communities and partners.

We will create a powerful and compelling Council Plan narrative, which simply and effectively sets out our vision, key messages and priorities, recognising the current challenges but clearly stating our commitment to make positive change happen.

The Plan will be kept alive by showcasing our ongoing progress towards achieving our four priorities of:

- Wellbeing
- Communities and Local Democracy
- Climate Change
- A Council for the Future

An appropriate spread of communication channels (both digital and traditional) will be used to ensure we reach our audience groups.

An Ambitious Capital Investment Programme

The Council's Capital Budget will deliver investment worth £434 Million over the next decade and will play a major role in regenerating our communities and driving economic growth. The capital programme, whilst impacted by market volatility, will continue to deliver investment to improve our road network, create a modern school estate and fulfil our commitment to build a green and sustainable future - becoming carbon neutral by 2030. The Corporate Communications Team will support and promote our **capital works programme** including the:

- Opening of **Moorpark** Primary School, Kilbirnie in September 2023.
- Ground-breaking event for construction start at **Montgomerie Park** Primary School, Irvine.
- Opening of Marress House Early Years Centre, Irvine Summer 2023.
- Roll-out of **universal free school meals** to primary age children across North Ayrshire.
- Construction start of advanced works package at Ardrossan Coastal Quarter June 2023.
- Ongoing support for the Ardrossan **Community Campus** as it moves through the planning process. Support will also be provided for the wider **Ardrossan Coastal Quarter** development including progress related to Ardrossan harbour / Arran ferry and the completion of the **EV low carbon hub** later this year. The Communications Team will also participate in the **Ardrossan Community Information Group**, established to provide local community, partners and stakeholders accurate and up to date information in relation to development progress at the site.
- Communication support for the formal opening of the **Upper Garnock Valley Flood Protection Scheme**.
- Upgrade of the **B714** which will significantly improve connectivity within North Ayrshire and between the central belt road motorway network.
- Provide communications support as works on the construction of the **Largs Seawall** progress.

It is well recognised that North Ayrshire Council has one of the most ambitious and climate-conscious house building programmes in the country, breathing new life into local communities. The Corporate Communications Team will promote our **Council-house building programme**, focussing on:

- Developments which will **welcome tenants** during 2023/24
 - Lady Margaret Court, Millport – 18 units
 - St Colm's Gardens Largs – 29 units
 - Afton Court, Stevenston – 6 units
- Developments which will **begin construction** during 2023/24
 - King's Arms, Irvine – 6 units
 - Former Largs Police Station – 12 Units

- Garnock Academy, Kilbirnie – 50 units
- James McFarlane, Ardrossan – 19 units
- Stanecastle, Irvine – 31 units
- James Reid, Saltcoats – 47 units
- Corsehillhead, Kilwinning – 7 units
- Laburnum Avenue, Beith & Newhouse Drive, Kilbirnie – 14 units
- Ayrshire Central, Irvine – 202 units
- Montgomerie Park, Irvine – 189 units
- Fullarton Street, Irvine – 62 units
- Communications support will also be provided to highlight the work being undertaken at the Council’s **Sheltered Housing units**, work is anticipated to commence at the following sites during 2023/24:
 - Barnett Court, Saltcoats
 - Cheviot Court, Irvine
- Ongoing communications support will also be provided as the **demolition of the High Flats** in Irvine reaches its completion and for the refurbishment programme at the High flats in Saltcoats.

Ayrshire Growth Deal

The Ayrshire Growth Deal was signed in 2020 signalling the beginning of £251 million of targeted investment into the region. The Council’s Corporate Communications team will continue to lead on media relations for the Ayrshire Growth Deal and will work in partnership with neighbouring Ayrshire Councils, government, academia and industry partners to ensure there is an integrated communications approach presented to key stakeholders.

Growth Deal projects have not been immune to pressures caused by construction inflation and global supply chain issues, which have impacted on projects and progress. Individual communications plans have been prepared to support each project, reflecting the various stages of development and implementation, recognising that some are further from delivery than others.

- **i3 Digital Processing Manufacturing Centre - Phase 1 Opening** – This represents North Ayrshire’s first Growth Deal capital project to be completed. The Communications team will work alongside National Manufacturing Institute Scotland (the communications lead partner for DPMC) to provide support and a local perspective in developing a programme of pre-launch activities in the run up to the official Centre launch later in 2023.
- **i3 Flexible Space** – Highlight construction progress as works begin on-site and promote the wider business opportunities of this facility.
- **Great Harbour** Irvine – Raise awareness of the public consultation regarding the masterplan for the harbourside area (including Great Harbour). Provide ongoing communications support as work progresses towards preparing a full business case.
- **Marine Tourism** – Providing communications support as works progress towards preparing an outline business case for Cumbrae transit marina – following

construction start of the Millport Flood Protection Scheme. Ongoing engagement with colleagues as options appraisals are considered for other aspects of the Clyde marine programme.

- **Blue Economy – International Marine Science and Environmental Centre / Hunterston** Strategic Development area – The Communications Team will work with colleagues from the University of Stirling to promote the renewal of the Memorandum of Understanding as work progresses towards the development of an outline business case for IMSE. The Team will continue to work with colleagues, as analysis continues on the overall investment proposition for the wider Hunterston site, offering communications advice as required.
- Pan Ayrshire Growth Deal Projects
- **Community Wealth Building** – Producing new resources for different audiences ensuring language used is simple and easy to understand. Continue with video case study series with a particular focus on East and South Ayrshire projects and delivery work to highlight programme results to date. Provide communications support to promote Ayrshire wide CWB events.
- **Working for a Healthy Economy** - work with colleagues in East, South and SALUS to promote the service to target audiences (unemployed and those employed but requiring support) with the aim of encouraging sign ups to the service from across the Ayrshire area.
- **Ayrshire Skills Investment Fund** - provide communications support for all stages of the programme, including funding announcement, application process and sharing case studies when available.

An inclusive well-being economy

An ambitious capital building programme provides the investment backdrop for the Council's vision to create a **prosperous economy**. To support these aspirations the Corporate Communications Team will:

- work with colleagues across Ayrshire to highlight the work and progress associated with the **new Ayrshire Regional Economic Strategy**.
- promote progress on the **Ayrshire and Our Islands Visitor Economy Strategy**, which was launched in March 2023 by the Ayrshire and Arran Visitor Economy Leadership Group. Participate on the member / officer **Tourism Forum** to promote positive activity.
- promote **North Ayrshire's inward investment** and offer and capitalise on the nationally significant recent designation of **NPF4** status.
- Revitalise the **place promotion** offering focussing on the 'This is North Ayrshire' brand.
- consolidate North Ayrshire's **Employability Programme** – to establish an overall brand and suite of marketing materials to promote this service. In addition, the Communications Team will provide support to the **Local Employability Partnership** with marketing advice and communications to promote their work and the support offered to North Ayrshire individuals and businesses.

- work with partners in business and academia to support the promotion of a new **digital economy skills hub** which looks to increase digital upskilling and reskilling and links to the Ayrshire Skills Investment Fund. The Team will also provide communication support for the **digital access network** which will tackle the digital divide and poverty, to help raise awareness of support for essential digital skills and improve access to data, connectivity, and devices.

Tackling Climate Change

The Corporate Communications team will promote, educate and inform key stakeholders about the Council's journey to achieve net zero carbon by 2030, since declaring a **climate emergency** in 2019. The Team will provide communications support in relation to the following **environmental and sustainability** projects:

- Raise awareness around the expansion of **EV Charging** points through the new Ayrshire EV pathfinder project which aims to increase charging points by 244% from current levels.
- Promote the Energy Based Support Scheme (Energy Smart) including the ECO4 Flex programme to support residents through the cost-of-living crisis to access measures which will help combat fuel poverty and help with energy efficiency.
- Promote the construction start and progress of the two solar PV farms at Shewalton and Nethermains as they develop - providing clean, renewable energy to supply the local electricity grid and contribute to a reduction in fuel poverty through the availability of affordable energy.
- Support the development of an i3 solar and wind technology business case to maximise the renewable energy potential at this strategic site.
- Highlight the work being carried out to decarbonise the Council fleet.
- Promote the implementation of our Tree Planting Strategy featuring the role communities will have in directing the location of where saplings will be planted.
- Highlight the Community Renewable Energy Generation Fund – to ensure that communities can benefit from money targeted towards locally based renewable energy generation projects.
- Highlight work in relation to the Pan Ayrshire Energy (Investment) Masterplan – which sets out a coordinated framework for energy investment across the region and opens up economic opportunities which can be achieved at scale.
- Support the launch of the refreshed Local Transport and Active Travel Strategy
- Localised communications support for the introduction of the Scottish Government's Deposit Return Scheme in March 2024 and, following its introduction, promotion of the New Waste Strategy including new legislation around the Circular Economy.
- Support and promote North Ayrshire's Climate Change Convention and complementary mini-inquiries.

Challenging the factors relating to poverty

North Ayrshire Council has been clear that its key priority is to support residents through the cost-of-living crisis and to create a fairer, more equal society which sets its sights on tackling poverty in all its forms. A raft of initiatives has been created to support residents and communities. The Communications team will ensure that support is provided to all services across the council and within communities to spread information about the help which is available and how to access this. Policies and programmes which will be supported include:

- Support for the **Tackling Child Poverty and the Cost-of-Living Board**, showcasing the work that is being delivered and making a positive impact to the lives of North Ayrshire residents.
- The development and implementation of the **Community Transport pilot**.
- Develop a communication plan to support the work set out in the **Financial Inclusion strategy**, targeted towards residents most in need of money / debt advice and information. The team will ensure that communications materials are delivered to key audience groups in a range of ways and formats, using simple straightforward language.
- Promote the work related to the **Early Intervention Fund** which supports children, young people, and families to address ongoing cost-of-living challenges, including childcare and parental employability, transport, Cost of the School Day, including food, clothing and digital inclusion and support for third sector organisations who are delivering services within their communities.
- Support and promote the **No Wrong Door** approach to ensure residents and communities get consistent, timely information delivered using a range of communication channels which meets their needs and promotes the range of support services on offer.

Working in and with the Community

Strengthening and deepening our network of locality communication channels

The Communications team will establish more formalised connections with locality leads to facilitate stronger communications networks. This will allow for more **targeted communications at a hyper-local level** allowing the Team to access more difficult to reach audience groups and smaller community and voluntary organisations. The aim will be to create a two-way flow of information which provides more focused signposting of information and raises awareness of services and initiatives which impact local communities.

- The Corporate Communications Team will develop a **Locality Planning Partnership Campaign** –to raise awareness of the six locality partnerships, who they are and the opportunities that are available for residents to get involved. The campaign will showcase their work and signpost what is available within each locality, share case studies of community groups, CIF funding and other positive features.

- Support the work of the **Safer North Ayrshire Partnership** by developing a communications plan which will provide regular features promoting the positive work carried out in relation to antisocial behaviour, gender-based violence, serious crime, road safety and fire safety.
- Raise awareness of the work carried out by the **Building Services Team** in supporting community-based projects at the same time highlighting the career and apprenticeship opportunities that are available.
- Promote the positive work carried out in relation to **children and young people** and ensure that their voices are heard.

Participative Democracy and Decision Making

The Communications Team will work with colleagues to support our progressive **placemaking** approach which helps shape and direct the creation of attractive urban spaces benefitting North Ayrshire's communities as well as investors, businesses and visitors. Actively encouraging communities to influence investment decisions guided by their local knowledge, experience and understanding, embeds a sense of pride in the places and spaces they live. The Communications Team will support the process by highlighting the various routes where communities can exercise influence over where Council directs its resources including:

- Promotion of the place-based investment programmes and Repurposing Property Grant Fund.
- Promotion of engagement and consultation activities in preparation for **LDP3**.
- Development of a targeted communication plan to promote the UK **Shared Prosperity Fund** opportunities to community groups and organisations.
- Support the launch of the refreshed **Vacant and Derelict Land Fund** to improve localities.
- Ongoing support for the **Participatory Budgeting** programme.

Island Approach

The Council launched its 10-year **Island Plans** in March 2022. The Team will provide communications support to chart progress, with a particular focus on raising awareness of work undertaken in relation to the annual action plans for both Arran and Cumbrae.

Specific actions include:

- Development of an **Islands Communications Plan** which:
 - Maps out an inclusive community-based approach to the delivery of media and marketing activities.
 - Promotes the work of the Islands Action plan - highlighting case studies and raising awareness of success milestones.
- **Millport / Millburn Flood Protection Schemes**
Work with and support contractors and community organisations to communicate timely information to residents, businesses and visitors as work commences on this major £46 million capital project.

- Ayrshire Growth Deal – Continue to provide communication support in relation to **Marine Tourism** step-ashore proposals as they benefit the islands.
- Ardrossan to Brodick **Ferry & Harbour** works – Communicate progress on works including landside / marine side works and preparation for the temporary move of the Arran ferry to Troon.
- **Arran Housing Task Force** – Support the work of this sector leading group by reporting progress and ensuring the work of the group is recognised both locally and nationally.
- **Cost of Living crisis** – following on from community engagement exercises on Arran and Cumbrae, work with colleagues and communities to coordinate and signpost information on supports available to address the cost-of-living crisis – through the lens of island specific issues.
- Provide partner communication support for the **Carbon Neutral Cumbrae** project.

Other Key Areas of Focus

- Prepare a communications plan to support the introduction of **Decriminalisation of Parking Enforcement** ensuring that localities are well informed and briefed ahead of the roll out.
- Localised communications support for the introduction of the Scottish Government’s **Pavement Parking Ban** legislation.
- Support and promote the extension of advertising on roundabouts and council fleet.
- Provide communications support for the **Budget and budget setting process** ensuring our engagement is inclusive and we secure participation from as wide a demographic as possible.
- Help to raise awareness about the work being carried out in relation to the **UNCRC** agenda through a programme of regular case studies and media releases.
- Provide partner support to the Electoral Commission for the introduction of **Voter ID for UK Elections**, when regulations change from 4 May, requiring voters to show photo identification when voting in person.
- Promote an awareness raising campaign to ensure staff are aware of their duties and responsibilities in relation to **Data Protection and Information Management**.
- Work closely with colleagues in the Webteam as they research, build, test and then launch the **new council website** focussing on both internal and external audiences.
- Support the roll-out of **MyAccount and on-line services** to residents.
- Promote the **Digi Guru** initiative to staff as part of the wider **Digital Strategy**.
- Continued **recruitment promotion** highlighting the range and breadth of job opportunities within the Council.
- Carry out a series of **Staff Engagement sessions** hosted by the Chief Executive and Council Leader to update and inform staff about the ongoing priorities for the Council and the development of the new council plan.
- Production of Quarterly Elected Members newsletter **North Ayrshire News**

Health and Social Care Partnership Communications Activities

Our Health and Social Care Partnership can look towards 2023/24 with a greater degree of optimism as they continue to build on the recovery from the effects of the pandemic. The focus will be on effective support at the earliest possible stage and enhanced collaboration with communities to ensure services are shaped around their needs.

The communications approach will be to support this vision.

Learning disabilities Service

- **New intensive support service:** Communications support will be provided for the launch of the Intensive Support Service, which offers specialist intervention, advice/consultation and training for people with learning disabilities who need more intensive support than is possible from within the existing Community Learning Disability Team. This team is being established in response to the Coming Home report. Recruitment is underway for a planned launch in Spring 23.

Mental Health Services

- **Opening of Foxgrove:** Provide support for the official opening of the National Secure Adolescent Inpatient Service, based at Ayrshire Central Hospital campus. Building work is nearing completion, recruitment is ongoing and referral pathways are now open. Communications will be led by NHS A&A until the opening.
- **Development of Mental Health Assessment Hub, Ward 7b, Woodland View:** Provide communications support for the Mental Health Unscheduled Care Assessment Hub. This nurse-led mental health service provides a patient focused therapeutic space delivering compassionate care across Ayrshire.
- **Co-location of Services to West Road offices:** Promotion around the Neurodevelopmental CAMHS team and the Community Eating Disorder Service moving to West Road in Irvine. The work has an anticipated start date for refurbishment of January 2024 and a completion date of July 2024. West Road will provide a safe space to undertake mental and physical health assessment alongside therapeutic interventions for young people who have comorbid neurodevelopmental and mental health concerns and people from 11-65 years who are experiencing an eating disorder such as anorexia or bulimia.
- **Infant mental health service:** Provide support for the official launch of the service, likely to be summer 2023. The infant mental health team will be borne out of the pre-existing Perinatal, Maternity and Neonatal Psychological Interventions teams and provide care to young children and their families.
- **Mental Health Officer Team:** Promote the Autumn launch of a bespoke Mental Health Officer Team. The development of this new team will allow for centralisation of legal processes, allowing partnership oversight and appropriate response in terms of time and level of need.
- **National strategy launch for mental health and wellbeing:** The Scottish Government is developing a new mental health and wellbeing strategy, engaging with boards and

H&SCPs for comments. It is anticipated that this new strategy will be available within the coming months and this national launch will be supported locally.

- **Creating Hope Together strategy:** Support the work of the Pan-Ayrshire Public Mental Health Communication and Engagement Group in creating and implementing a communications plan that deals with suicide prevention. The Plan will focus on all stages of intervention, from prevention and early intervention to intervention, recovery and postvention. The work of the Group will contribute to the vision of 'Creating Hope Together: Scotland's Suicide Prevention Strategy'. The plan is for regular communication on a year-round basis once the group is established.
- **Neurodevelopment services:** Throughout 2023 the Neurodevelopmental Empowerment & Strategy Team (NEST) will continue to offer information and advice on neurodevelopmental conditions, such as autism and ADHD. Demand for this service is growing considerably and there are plans to expand capacity. NEST will require a communications plan to inform the delivery of its public services and activities and the remit of its offering.
- **Additional funding for mental health and well-being:** Promotion around a third year of the Communities Mental Health and Wellbeing Fund, where the Scottish Government will provide an additional £15 million to continue fund a range of local projects that promote good mental health and wellbeing for adults within our communities for 2023/24.
- **Primary care mental health:** Promotion around plans to create an Ayrshire and Arran Mental Health and Wellbeing service for Primary Care. Work will continue over the next few years to develop detailed plans. It is hoped that by March 2026, the service will comprise a multi-disciplinary team including Mental Health Practitioners, Community Link Workers and Occupational Therapists.

Addictions Services

- **Medication Assisted Treatment (MAT) standards:** Continued promotion to highlight the implementation of standards which ensure people who experience problems with their drug use have immediate access to Medication Assisted Treatment including essential psychological and social support.
- **Continue to promote access to our Alcohol and Drug Services:** Including access to external Residential Rehabilitation support via the NADARS team.
- **Continued promotion of Harper House in Saltcoats:** The Specialist Family Service Scotland offers safe, structured support for the whole family to address their problematic drug and/or alcohol use, improve their mental health and quality of life. Operated by Phoenix Futures, NAHSCP is a partner organisation.

Children, Families and Justice Services

- **Fostering and adoption recruitment:** Ongoing drive to recruit foster carers and promote adoption in North Ayrshire.
- Promote the development of a new strategic plan for the delivery of **community justice across Ayrshire (Community Justice Outcomes Improvement Plan)** - Consultation will take place early next year with delivery beginning in April 2024.

- **Relaunch and renaming of Universal Early Years perinatal mental health service:** Provide communications support for the relaunch of this service, including new name and supporting information.
- **Family centred well-being service:** Promotion of the new Family Centred Wellbeing Service, an early intervention support for primary school aged children (5-12 years), which is a partnership between NAHSCP and Education. The team offers bespoke interventions to empower parents/carers to develop sustainable networks of support within their communities.
- **Sign of Safety:** Promotion of NAHSCP's adoption of (and developments around) Signs of Safety, which is a relationship-grounded, safety-organised approach to child protection practice. Signs of Safety will help make sure that social work and partner agencies work with families and people that are important to them, so that together we can help keep children feeling safe and cared for.
- **GIRFEC refresh:** Communications will be required around staff workshops later in 2023 once new Pan Ayrshire guidance and pathways relating to the GIRFEC policy refresh (Getting it Right for Every Child) have been established. The refresh includes updated values and principles, as well as ambitions for how we can do more in practice.

Health and Community Care

- **Palliative care and end of life strategy:** Support the development of a new strategy to ensure people are supported to die outside acute hospital settings where appropriate.
- **Relaunch of newly refurbished Anam Cara:** Provide communications support for the reopening of the Anam Cara centre, following its refurbishment.
- **Care at Home:** Ongoing campaign to recruit staff for Care at Home service (including recruitment events).
- **Analogue to Digital project:** Ongoing promotion to update the public and service users on changes to telecare services as analogue telephone lines are phased out nationally by 2025. Current messaging is being pushed out urging service users not to switch to a digital line before new equipment is installed if a provider approaches them to do so, as their equipment will not work with a digital line.
- **Ongoing promotion of Power of Attorney:** Ongoing promotion to try and increase the number of people utilising this support option.
- **Speech and language therapy for young people:** General promotion to raise awareness around how to access the support via the helpline, drop-in clinics and communication champions in schools and nurseries, empowering parents and carers to support young people with their speech on a daily basis. Potential promotion around work with partners and colleagues in health, education and social care in the development of a Pan-Ayrshire Children and Young People's Speech, Language and Communication Strategy, with work beginning in June.
- **New dementia strategy:** Promotion around Scotland's 4th Dementia Strategy, which will be launched on May 31. It will set out a 10-year plan and a vision for how life with dementia might be experienced and the policy, service and societal changes that are needed to support this. A series of delivery plans will be produced with partners to support delivery of key themes within the strategy.

- **OT and adaptations:** Promotion around the launch of a new referral process via the Intermediate Care and Community Rehabilitation Hub, as well as promotion around a new online self-referral process, which will further enable service users to request low level minor adaptations to reduce the requirement to access formal services.
- **Opening of Castleview:** Promotion around new Castleview facility in Ardrossan. Open day being held on June 14. The facility will act as a hub for staff working within Health and Social Care, in particular Care at Home Assistants, Day and Residential Care Workers, to learn essential moving and handling skills such as the use of specialist equipment including sliding aids, hoists, slings etc.

General promotion

- **Ongoing promotion of Caring for Ayrshire developments:** Caring for Ayrshire is a programme that will transform health and care services across Ayrshire and Arran. The programme is being led by Ayrshire and Arran NHS Board and the three Ayrshire Integration Joint Boards. Continued promotion of integrated working will be carried out, which highlights the easy access to treatment and care pathways for people requiring support across North Ayrshire.
- **Ongoing campaign about service delivery pressures:** Key messaging includes asking families to consider supporting a loved one in their home to facilitate discharge from hospital while waiting for care packages, setting expectations when staffing levels are low etc.
- **NAHSCP Partnership Awards:** These will be held on 20 June at the Volunteer Rooms in Irvine. Nominations opened in March 2023. Communications support will be provided to shine a light on the fantastic work that is carried out by staff.
- **Ongoing strengthening of workforce:** Ongoing promotion of NAHSCP recruitment opportunities, promoting health and social care as a career choice and any positive news around where we have strengthened our current workforce.
- **Review of integration scheme:** This year, the Integration Joint Board will undertake a review of its Scheme of Integration. This is the key contractual document between NHS Ayrshire and Arran and North Ayrshire Council that sets out how integrated health and social care services function locally. Following periods of consultation, the work on this review is expected to be complete by December 2023.
- **Continued promotion of Care Improvement Network:** The Care Improvement Network offers a chance for members of the public to engage with NAHSCP digitally. For individuals who cannot attend in person engagement events this is the opportunity to influence local service delivery in the longer term.
- **Follow-ups on supported living accommodation:** Promotion of good news stories and follow-ups around our supported living accommodation sites, which provide homes for people with physical and learning disabilities and/or mental illnesses.

Contact

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If you have an urgent media inquiry out of office hours, please call 07818 001628.

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