



The statutory guidance requires citizen engagement when producing your area plans. It does not require formal consultation on the plans as the purpose of this requirement is to ensure there is continuous engagement with communities, from assessments through to planning. In section 1.3 and 2.8 of the template plan, there are sections for you to fill in and describe who you spoke to and why.

### Key messages

- ◆ There is no need for you to begin a new programme of engagement, use your existing relationships.
- ◆ Make sure there is continuity and the link to the population assessment is clearly explained to citizens.
- ◆ Manage expectations, don't ask people about things they can't change

**Reminder:** Engagement with citizens when preparing a joint area plan does not need to be as far reaching as the extensive citizen engagement carried out as part of the process of undertaking the population assessment.

### Establishing a procedure

You will need to identify early on at what point you will be actively engaging with during the planning process.

Before you start, take time to review the engagement process you followed for the population assessments and decide

What you will engage on for the plans, including

- ◆ Priority setting – is there an opportunity for engagement
- ◆ Developing a response to the priorities
- ◆ Establishing a feedback mechanism for monitoring progress

In each case, you will need to manage expectations on what you are engaging on

It is also worth considering from the outset who you want to actively engage with and who you want to feed back to.

## Is there a need for any new engagement activity?

When identifying your focussed priorities, you may find that you have unanswered questions. There is an opportunity for you speak to identified groups of service users and carers where you want to find out more.

### Example

We are looking to further develop our crisis response for adult mental health. We know people need access to a crisis service out of hours but we need to know more about the ways in which individuals and families will access that service. We will speak to service users and their families about how they would alert us that they need support out of hours as part of the service development.

## New information

Where you have identified significant gaps in knowledge in your population assessment, you should look to undertake additional engagement. You can include this in section 1.2 of the template 'What else do we need to know' and in section 2.2 of the Core Theme Chapters. This may sit alongside other work around data or research that helps you build a picture for a particular group of people.

## Mechanisms for engagement and feedback

Each area will have its own established engagement processes and relationships with citizens. However, there are already established mechanisms which should be utilised for the engagement process. You will already have identified engagement activity as part of your population assessment. It may be helpful to ask for this to be refreshed or updated at this point.

### Citizen Panels, forums and surveys

Use the existing citizen panels and forums for your region, including any regional citizen panels established for social care or any established service user and carer groups that are linked to the core themes. Many of these will already have been identified through your population assessment.

For the wider population in your area, you can use the existing citizen panels established for your local authority or health board.

## Service User and Carer representatives Regional Partnership Board

Each RPB will have service user and carer representatives, with links back to community groups. You may wish to set out what the expectations are for these representatives to play an active role in gathering views of citizens in the area through formally agreeing that role.

## Third sector partners

Many third sector organisations will have already acted as trusted intermediaries with communities during the assessment process. You may want to consider setting up a session with local organisations to agree next steps for engagement.

## Engaging with public, private and third sector organisations

You are required to engage who may have an interest in the provision of care and support in the region, in relation to any of the core themes. You will have identified a number of providers and organisations in mapping your range and level of services as part of the population assessment, some you previously had not had the opportunity to engage with.

Each organisation will no doubt have rich intelligence on the communities they support and this should include your own staff within local authorities and health boards.

## Elected Members and Boards

You are not required to take this Area Plan through local authority Council or Boards of the LHB. However, you may wish to continue the engagement with elected members and board members that began with the population assessment. This may be a good opportunity to help communicate some of the key messages around the regional approach to issues and what this means in terms of delivery at a local level.

## What else is going on?

There may be other engagement work, relating to the core themes, which you can utilise. At the start of your planning process, set out a schedule of known engagement activity which will be taking place throughout the year which you will be able to join in with.

### Wellbeing of Future Generations

As part of the population assessment process, you may have chosen to undertake joint engagement work with colleagues responsible for the local wellbeing assessments. As the Wellbeing Plan timescales are the same as the Area Plans, you may wish to continue to undertake the engagement activity in partnership.

It is important to note that there is a formal consultation requirement for the wellbeing plans, with statutory consultees and a 12 week minimum consultation period. This is not a requirement for the Area Plans. However, if you do choose to consult on the Area Plans and would like to align this with the wellbeing consultation, please be aware of the timescales and the time you would need to allow to respond to feedback and comments.

## Reflective questions

- ◆ Have we agreed what they want to engage on and set this out clearly?
- ◆ Is there continuity with the engagement that was undertaken around the population assessment?
- ◆ Do we need to refresh our mapping of engagement for the area?
- ◆ Is there any need for new engagement?
- ◆ Do we want to consult on our draft plan and have we factored in timescales for this?

## Further reading

<http://www.participationcymru.org.uk/national-principles/practitioners-manual-for-public-engagement>

<https://s3-eu-west-1.amazonaws.com/academi-live-storage/ab/cb/1a/e3/8b944e9daf2a6e82f9c6dc94/Sowing-Seeds-Collaboration-en.pdf>

