

# Bridgend County Borough Council

## Remodel Residential Care and Development of Extra Care Communication Strategy



### 0. Document Control

#### 0.1 Version Control

Version	Status	Date	Author	Amendment Details
1	Draft	17/08/16	Jonathan Flower	
2	Current	22/02/17	Jonathan Flower	Updated Section 3.4 Updated Section 4

### 1. Purpose

The purpose of the Communications Strategy is to define:

- the overall communication objectives for the duration of the project
- the key messages that apply for the duration of the project
- a strategy that fits the needs of all the stakeholders identified
- an initial communications plan

### 2. Overview of Communication Objectives

Effective communication will be a critical success factor for this project. This will include bringing together communication leads from the different partners in the project to address the following communication objectives. These objectives link to actions identified as risks/issues where appropriate:

- Stakeholder mapping; identification of and information about all key stakeholders and their communication requirements.
- Development of a stakeholder communication plan.
- Project marketing; including branding and publicity, conferences, website, twitter, publications, research findings etc.
- Communication plan resources; identifying who will lead different communication activities and what supporting resources are available to contribute to this.

### 3. Key Messages

The following are the over-arching key messages that need to be communicated to all stakeholders in relation to this project. The key messages to communicate over the life cycle of the project may change over time and will be updated here to reflect this:

1. The existing residential buildings are not sustainable long term and the Council is committed to developing modern services which can meet future demands.
2. The Extra Care schemes have been developed as part of ongoing plans to modernise residential care services; transition of residents and not closure of homes.

3. Extra care housing enables older people to live in their own homes and maintain their independence in a safe and secure environment with an onsite care service specifically tailored to meet individual needs. This package of care can also be adjusted according to changing needs.
4. Care staff are available on site and provide personal care to those who have been assessed and meet the eligibility criteria. The Accommodation is built to homes for life standards and is fully accessible to meet varying levels of care and support needs.
5. Facilities normally include an activities room, a restaurant, a salon, laundry facilities and communal lounge and gardens.
6. Extra care services can act as a community hub and can meet the needs of the wider community. It is possible to offer day services with activities and respite. It can also offer employment opportunities to the local community.
7. The Council and Linc-Cymru have worked successfully together on joint developments in the past. Linc-Cymru has a reputation for delivering high quality accommodation and an excellent customer experience for their tenants. They are committed to delivering homes and services that promote wellbeing, dignity and choice for older people.
8. The Council and Linc-Cymru acknowledge the importance of staff contribution to the development and therefore will endeavour to engage with staff as much as possible.
9. The Council and Linc-Cymru are committed to sharing as much information as possible with families, carers and their loved ones and will value their feedback on the design of the Extra Care facilities.
10. To reassure existing service user's families and carers of our commitment to the continuity and quality of care their loved ones will continue to receive in our residential services. We do not want them to experience any anxiety.
11. We welcome correspondence in Welsh.

**4. Communication Strategy**

<b>Stakeholder Group</b>	<b>Communication Method</b>	<b>Responsibility</b>	<b>Frequency</b>
Staff in existing residential establishments	Letter FAQs Engagement meetings Newsletter	Carol Owen / Jonathan Flower / Residential Managers / Celia Ware / Fay Bowen	When new information is available  Bimonthly newsletter
Social Workers / IRMC (Information Referral Management Centre)	Newsletter Bridgendenders	Celia Ware / Jonathan Flower	When new information is available  Bimonthly newsletter
Mike Horst (Independent Professional Advocate for Bridgend Voice & Choice – Mental Health Matters Wales) 01656 767045 / 07966 886770 / <a href="mailto:mike.horst@mhmwales.org">mike.horst@mhmwales.org</a>	Letter FAQs Engagement meetings Newsletter	Jonathan Flower / Carol Owen	When new information is available  Bimonthly newsletter
Linc-Cymru Housing Association	Newsletter Linc-Cymru intranet Linc-Cymru external website Yammer Social media	Jo Yellen / Contractor	When new information is available  Bimonthly newsletter
Existing service users (permanent & respite)	Residential meetings / Coffee mornings /	Carol Owen / Jonathan Flower / Residential Managers / Celia Ware / Fay Bowen	When new information is available

	<p>FAQs</p> <p>Advocacy</p> <p>Newsletter</p> <p>Social Worker Reviews</p>		<p>Bimonthly newsletter</p> <p>Six monthly reviews</p>
Families & carers of service users in existing residential establishments	<p>Letter</p> <p>FAQs</p> <p>Engagement meetings</p> <p>Coffee mornings</p> <p>Newsletter</p>	<p>Carol Owen / Jonathan Flower / Residential Managers / Celia Ware / Fay Bowen</p>	<p>When new information is available</p> <p>Bimonthly newsletter</p>
New service users	<p>Face to face discussion</p> <p>Residential Agreement Contract</p>	<p>Social Workers</p> <p>Residential Managers</p>	<p>When placing new service users</p>
<p>Mental Health Liaison Team</p> <p>Health (GP, District Nurses)</p>	<p>Cluster meeting</p>	<p>Carmel Donovan / Fay Bowen</p> <p>Celia Ware</p>	<p>Monthly standard item</p>
Local communities where the new schemes are being developed	<p>Contractor Newsletter</p> <p>Engagement meetings / School visits</p>	<p>Contractor</p> <p>Jo Yellen</p>	<p>Bimonthly or when new information is available</p>
Community Councils	<p>Newsletter</p>		<p>Bimonthly newsletter</p>
Cabinet & Ward Members	<p>Newsletter</p>	<p>Carol Owen / Jonathan Flower / Jackie Davies</p>	<p>Bimonthly newsletter</p>

	<b>Briefing Meetings</b>		
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## 5. Communication Plan

*This section needs to be refreshed on a 2, 3, or 6 month rolling basis to reflect the detailed communications planning.*

ID	Action	Latest date for action to complete	Owner	Status
1	Letter sent to staff	28/10/13	Sue Cooper & Carol Owen	Letter sent 28/10/13
2	Letter sent to families / carers – Invite to coffee mornings	28/10/13	Carol Owen	14 <sup>th</sup> ,15 <sup>th</sup> ,18 <sup>th</sup> ,20 <sup>th</sup> November 2013
3	Engagement meetings with staff, HR & Trade Unions present	08/11/13	Sue Cooper & Carol Owen	5 <sup>th</sup> ,6 <sup>th</sup> ,8 <sup>th</sup> November 2013
4	Letter sent to staff	17/10/14	Sue Cooper, Jackie Davies ,Carol Owen	Letter sent 17/10/14
5	Engagement meetings with staff, HR & Trade Unions present	31/10/14	Sue Cooper, Jackie Davies ,Carol Owen	23 <sup>rd</sup> ,28 <sup>th</sup> , 31 <sup>st</sup> October 2014
6	Letter sent to families / carers – Invite to coffee mornings	28/11/14	Carol Owen, Jackie Davies	16 <sup>th</sup> ,17 <sup>th</sup> ,18 <sup>th</sup> ,19 <sup>th</sup> December 2014
7	Letter sent to staff	18/11/15	Carol Owen, Jonathan Flower	Letter sent 18/11/15
8	Letter sent to families / carers	23/11/15	Carol Owen, Jonathan Flower	Letter sent 23/11/15
9	Engagement meetings with staff, HR & Trade Unions present	22/01/16	Carol Owen, Angie Bowen, Jackie Davies	14 <sup>th</sup> ,15 <sup>th</sup> ,18 <sup>th</sup> ,22 <sup>nd</sup> January 2016
10	Letter sent to families / carers	08/02/16	Carol Owen, Jonathan Flower	Letter sent 08/02/16
11	Letter sent to families / carers	07/04/16	Carol Owen, Jonathan Flower	Letter sent 07/04/16
12	Letter sent to staff	07/04/16	Carol Owen, Jonathan Flower	Letter sent 07/04/16
13	Communication Workstream	07/04/16	Carol Owen, Jonathan Flower, Linc-Cymru	Meeting held 07/04/16
14	Press release	13/04/16	Carol Owen, Jonathan Flower, Liam Ronan	Released 13/04/16
15	Provide case studies for photo film to showcase Extra Care	21/04/16	Catherine Divers (Linc-Cymru)	Case studies finalised 09/05/16

16	Review existing film to showcase Extra Care	30/04/16	Claire Lewis (Linc-Cymru)	Existing film quite historic and some tenants have passed away. Therefore not suitable for use
17	Staff champions visits to ECH Schemes	31/05/16	BCBC, Linc-Cymru	Held 25/05/16
18	Linc-Cymru engagement / introduction meetings with staff	31/07/16	BCBC, Linc-Cymru	15 <sup>th</sup> , 21 <sup>st</sup> , 23 <sup>rd</sup> June 2016
19	Linc-Cymru engagement / introduction meetings with service users families / carers	31/07/16	BCBC, Linc-Cymru	15 <sup>th</sup> , 21 <sup>st</sup> , 23 <sup>rd</sup> June 2016
20	Community Newsletters	31/07/16	BCBC, Linc-Cymru	See points 33 and 34 below
21	Staff FAQs	26/09/16	Carol Owen, Jonathan Flower	Provided to residential managers 23/09/16
22	Families / carers FAQs	31/07/16	Carol Owen, Jonathan Flower	Provided to residential managers 23/09/16
23	Film to showcase Extra Care	26/09/16	BCBC, Linc-Cymru	Completed 26/09/16
24	Drop in Engagement event, Heronston Hotel	26/09/16	BCBC, Linc-Cymru	Held 26/09/16
25	Families / carers champions visits to ECH Schemes	31/05/17	BCBC, Linc-Cymru	Held 16 <sup>th</sup> , 17 <sup>th</sup> May 2017
26	Communication with Members	Ongoing	Carol Owen, Jonathan Flower	
27	Communication with Social Workers	Ongoing	Jackie Davies, Celia Ware	
28	Communication with respite families	TBC	Carol Owen	
29	Local ward members engagement	TBC	Jo Yellen	
30	Community Council engagement	TBC	Jo Yellen	
31	Community engagement	TBC	Jo Yellen	
32	Ancillary staff champions visits to ECH Schemes	31/05/17	BCBC, Linc-Cymru	Held 24 <sup>th</sup> May 2017
33	Staff, Service users, families & carers newsletter	Ongoing	Jonathan Flower	
34	Community contractor newsletter	Ongoing	Jonathan Flower	
35	Displays for the hoardings	15/03/17	Jo Yellen	Completed
36	Ground-breaking ceremony	15/03/17	Jo Yellen / Jonathan Flower	Held 15/03/17
37	Engagement meetings with staff, HR & Trade Unions present	18/08/17	Carol Owen, Jonathan Flower	Held 11 <sup>th</sup> , 16 <sup>th</sup> , 18 <sup>th</sup> August 2017
38	Engagement meetings with service users, families & carers	23/08/17	Carol Owen, Jonathan Flower	Held 11 <sup>th</sup> , 16 <sup>th</sup> , 23 <sup>rd</sup> August 2017

39	Staff FAQs	31/08/17	Carol Owen, Jonathan Flower	Provided to residential managers 02/08/17
40	Families / carers FAQs	31/08/17	Carol Owen, Jonathan Flower	Provided to residential managers 02/08/17
41	Staff consultation on workforce structure	31/03/18	Carol Owen, Helen Little	Completed
42	Staff, Service users, families & carers consultation on Ty Cwm Ogwr proposals	31/03/18	Jackie Davies, Carol Owen, Helen Little	Completed