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## BOARD MEETING 24 MARCH 2017: STAKEHOLDER ENGAGEMENT PLAN

### Recommendation/action required:

The Board is asked to note the 2017/18 Stakeholder Engagement Plan.

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#### Sponsoring Director:

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Director of Strategy

**14 March 2017**

## **BOARD MEETING 24 MARCH 2017: STAKEHOLDER ENGAGEMENT PLAN**

### **Purpose**

1. The purpose of this paper is to provide an overview of our planned approach to Stakeholder Engagement for 2017/18, with a focus on priority areas for strategic engagement and the key messages for Board and staff for each of those areas.

### **Background**

2. The Board asked as part of its review of Board Development in February 2017 for an opportunity to note the organisation's Stakeholder Engagement Plan for 2017/18. The attached document fulfils that purpose.
3. It should be noted that this Plan is a high level summary of our planned stakeholder engagement activity and approach. The full detail of all of the supporting communications and stakeholder engagement activity and planned outcomes are contained within the 2017/18 Delivery Plan and Strategic Framework for Action 2017-22, presented to the Board at the same meeting.

### **Summary Points**

4. Effective engagement with stakeholders is a key delivery mechanism for the 2017/18 Delivery Plan and the Strategic Framework for Action 2017-22 and a key factor of success for both.
5. The organisation's engagement with stakeholders in 2017/18 will cover three inter-woven strands:
  - Ensuring effective engagement in the planning, delivery and feedback from the Strategic Delivery Priorities set out in the Delivery Plan
  - Engagement with stakeholders across sectors at a strategic, corporate level to continue to build the overall potency of equitable health improvement and its lasting place in the public health agenda
  - Engagement with stakeholders specifically to position and develop Health Scotland's role within the proposed new public health body
6. The attached Plan summarises the overall tone of approach and key messages under each of these aspects. It also summarises current stakeholder analysis in this context and gives a broad overview of the approaches we will use to gathering feedback, measuring impact and managing risk.

### **Finance and Resource Implications**

7. Effective engagement with stakeholders will and should occupy a considerable amount of staff resource at every level and in every part of the organisation. Staff have been asked to build this into their core work planning. Plans are in place to provide support and appropriate development.

8. Resources to support the Board contribute to effective stakeholder engagement in its own right are also built into current plans. This will include an updated process of making sure that Board members are proactively alerted to engagement opportunities and equipped with key messages and, where required, bespoke briefings to support that role.

### **Staff Partnership**

9. There are no particular partnership issues arising from this Plan. The development and support of staff generally, including influencing skills, is a strategic change priority for 2017/18.

### **Communication and Engagement**

10. This Plan aims to be very clear on the key focus which corporate level communications and stakeholder engagement will have within our active planning and day to day work in the coming year.

### **Corporate Risk**

11. The 2017/18 Corporate Risk Register and updated Corporate Risk Statement, both included within the 2017/18 Delivery Plan presented at the same meeting, are clear about the importance of effective stakeholder engagement in realising the risk appetite of the Board and managing specific related risks effectively.

### **Promoting Fairness**

12. The positive promotion of the Board's messages on Fairness are a key part of the Board's work and integral to the attached plan.

### **Sustainability and Environmental Management**

13. There are no specific implications of this Plan on sustainability and environment, other than the need to be selective and purposeful in selecting the best methods and opportunities to engage so that any carbon foot print that is incurred can be justified.

### **Action/ Recommendations**

14. The Board is asked to note the 2017/18 Stakeholder Engagement Plan, and in particular the priority areas for engagement and key messages.

**Cath Denholm**  
**Director of Strategy**  
**14 March 2017**