

## Inclusive Communication External Stakeholder Reference Group Six Monthly Meeting

<b>Date of Meeting</b>	Wednesday 28 September 2022
<b>Time</b>	10:30- 12:30
<b>Location</b>	Virtual – Microsoft Teams
<b>Note</b>	Note: As this information is available to the public, we have anonymised attendees. We have named only the most senior civil servants and members of Social Security Scotland Executive Advisory Board.

### Attendees

#### Present

- HF ( Acting Chair) - Head of National Engagement and Partnership, Social Security Scotland
- LM - Inclusive Communication Support Officer, Social Security Scotland
- DP - Inclusive communication Organisational Lead, Social Security Scotland
- SS - Creative Communications Executive, Social Security Scotland
- AB - Create Communications Senior Manager, Social Security Scotland
- JH - National Engagement Support, Social Security Scotland
- JM - Local Delivery Relationship Lead, Social Security Scotland
- HS - Age Scotland
- CG - Council of Ethnic Minority Voluntary Sector Organisations (UK)
- MK - Inclusion Scotland
- LW - British Limbless Ex-Service Men's Association (BLESMA)
- JM - Scottish Sensory Hub, Health and Social Care Alliance, the ALLIANCE
- KP - Multiple Sclerosis Society
- DY - Dyslexia Scotland
- RD - MacMillan Cancer Support
- GH - The Royal National Institute of Blind People (RNIB)
- KH - The Royal National Institute of Blind People (RNIB)
- LG - Dyslexia Scotland

## Secretariat

ROD - Modern Apprentices, Social Security Scotland

### 1. Welcome from the Chair

- 1.1. The Acting Chair welcomed the Group. New members were invited to introduce themselves.
- 1.2. Members confirmed they were content with minutes of last meeting.

### 2. Actions arising from Previous Meeting

- 2.1. Updates were given on Actions arising from last meeting.
  - KHK has clarified that she will update the wording in Asset 3 of the Action Plan that refers to “a presentation that [gives] people an experience of communication disadvantage”. This will be redeveloped, as it could sound like a simulation exercise.
  - DP is having conversations with colleagues to explore the possibility of having an Armed Forces champion. The Inclusive Communication Team were asked to consider this.
  - LM shared an email with members giving clarity on the role of an advocate compared to that of Local Delivery. The Acting Chair informed members that the services are not mutually exclusive and clients will be able to access both.

### 3. Inclusive Communication Action Plan Update

- 3.1 DP provided members with an update on progress on the Inclusive Communication Action Plan:
  - Work has started on outlining a vision within Social Security Scotland. Conversations with the Inclusive Communication Internal Coordination Group have taken place.

- The Inclusive Communication Team will take the action plan before the Agency Leadership Team. Prior to this meetings will take place with the chairs of Internal Governance Groups. Following the Agency Leadership Team meeting we will be able to publish the Action Plan.
  - Measurement framework is being developed and outputs we would expect to see are being refined.
  - A contents page and some resources for managers have been drafted as part of the Leaders and Champions pack.
  - A new standard phone message that is easier to understand has been agreed and will be implemented.
  - A letter has been created advising clients on the uses and benefits of using the deaf and hard of hearing video call service.
  - The Inclusive Communication Team will be hosting a competency framework meeting in the near future. The advice and input of members will be vital to this work.
  - Development of resources and the accompanying resource centre is ongoing. The advice of members will be solicited on what resources could be used or hosted.
- 3.2 JM asked how the resources will work in relation to the Inclusive Communication Hub hosted by Disability Equality Scotland. DP said that we aim to have consistency across Scottish Government. DP to follow up with JM about this following the meeting.
- 3.3 AB provided an update on Social Security Scotland branding and writing standards guidance. An invitation to tender is being prepared to refresh brand guidelines and incorporate inclusive communication. It will take time due to user research, but a preliminary timescale has been agreed for completion by the end of this financial year, or the beginning of the next.
- 3.4 KH asked if there would be monitoring on the implementation of the competency framework. DP replied that work is ongoing with colleagues to find the requisite metrics and statistics to achieve this. All of this will feed into the measurement framework.

Action Point	DP	Investigate Inclusive Communication Hub hosted by Disability Equality Scotland. Consider ways to integrate resources and maintain consistency with own work going forward.	Before next meeting Wednesday 2 November
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## 4. Inclusive Communication and Local Delivery

4.1 JM gave a presentation to members on how Inclusive Communication practices are being embedded in Local Delivery. This included work that has been done on:

- Inclusive Communication Leadership Plan
- Colleague Experience
- How we identify different communication preferences
- Sharing information
- Supporting Resources

4.2 DY asked if there would be telephone messages with audio pictorial images. Many dyslexic and neuro minorities prefer visual images to be used. The Chair said that Social Security Scotland recognises the need for visual communications. Work is underway to develop a suite of icons.

4.3 RD asked what timescales are set for work around capturing and consistently using clients communication preferences. JM said that it was not possible to give definitive timescales, but there are processes in place that allow this to take place in a timely manner. DP also made the point that Social Security Scotland colleagues in programme have put in a lot of work to put processes in place.

## 5. Generating a shared and Clear Vision

5.1 LM told members that work is underway to generate a shared and clear vision on what a communication inclusive Social Security Scotland should like, feel like, and do, from the perspective of colleagues and clients.

5.2 The feedback from members included:

### **Feelings and experiences**

- Client feels they are genuinely listened to and their requests being acted upon.
- Client feels welcomed - regardless of any communication disadvantage or preference.
- Client feels confident that we understand them.
- Client feels accepted.

- Colleagues can deal well with people who may be frustrated or distressed.
- Clients never feel like they are a nuisance – we are glad that they called.
- A stress free experience, whichever channel is used.
- Consistent, clear and accurate advice.
- Staff get a good, detailed induction. They know how to act inclusively..
- All processes are clear and concise.
- Clear, simple language, using plain English is always used.
- Staff recognise that people may need time and/ or multiple appointments to do this, due to fatigue.
- Walk the walk of the dignity, fairness and respect strapline that we have.

#### **Ideas for a vision statement**

- We'll do it your way
- Our clients feel valued and supported. Social Security Scotland will respond and treat you as an individual
- To create an inclusive culture where clear communication for each person is provided

## **6. Any other Business and Forward Look**

- 6.1 DY emphasised the importance of recruiting the right people, for example those that are empathetic. DY also emphasised the importance of good training on inclusive communication.
- 6.2 LW asked what are the demographics of people claiming Adult Disability Payment that have needed extra support due to communication difficulties.

Action Point	Inclusive Communications Team	Find client breakdown of those claiming Adult Disability Payment who have needed extra support due to communication difficulties. What challenges have there been?	By next meeting Wednesday 2 November 2022
Action Point	Inclusive Communications Team	Explore the possibility of recruitment policy and practices being a future agenda item and update members	By next meeting Wednesday 2 November 2022

**Date of next meeting: 2 November 2022**

