

## Inclusive Communication External Stakeholder Reference Group

<b>Date of Meeting</b>	Wednesday 28 June 2023
<b>Time</b>	10:30- 12:00
<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

KHK (Chair)	- Inclusive Communication Expert Adviser, Social Security Scotland
GU	- Head of Strategic Communications, Marketing and Engagement, Social Security Scotland
LM	- Inclusive Communication Support Officer, Social Security Scotland
DP	- Inclusive Communication Organisational Lead, Social Security Scotland
PK	- Team Leader External Communications, Social Security Scotland
SS	- Creative Communications Manager, Social Security Scotland
AB	- Creative Communications Senior Manager, Social Security Scotland
TY	- Sense Scotland
CY	- Glasgow Disability Alliance
GM	- National Deaf Children's Society
JS	- Chest Heart and Stroke Scotland
JD	- Disability Equality
KH	- Royal National Institute of the Blind
GK	- Advocating Together
MS	- Glasgow Disability Alliance
AI	- Alzheimer's Scotland

#### Secretariat

ROD	- Administrative Support, Social Security Scotland
-----	--

## 1. Welcome from the Chair

- 1.1. The Chair welcomed the Group. New members were invited to introduce themselves.
- 1.2. The Chair introduced members to GU, who will soon be taking over as Chair of the group.
- 1.3. GM said that it was difficult to understand the content of the previous meeting note without more detail and added context. Asked if there is any way this could be remedied to make the minute more accessible. LM agreed to have a discussion regarding this.

Action Point	GM and LM	GM and LM to have discussion regarding accessibility of meeting note.	After meeting
--------------	-----------	---	---------------

## 2. Inclusive Communication Action Plan Update 2022-25

- 2.1. The Chair updated members on progress that has been made on the [Inclusive Communication Action Plan](#). Updates included:
  - Discussions are ongoing about incorporating the inclusive communication vision statement into our Brand Guidelines and Corporate Plan.
  - The Inclusive Communication team have approached the Insights and Engagement forum to consider how they can help implement the plan. There are plans to present to three other governance groups to identify how they can contribute to the plans success.
  - The Leaders and Champions pack has been redrafted following members feedback and comment. This new draft will be shared with members. LM plans to link in with the Learning and Development team to support implementation of the pack.
  - A document outlining the Inclusive Communication Teams role and function has been drafted. This will provide a clear descriptor of our responsibilities and support offer.
  - Development of an Inclusive Communication Standard is ongoing. This will define what good inclusive communication practice should look like across Social Security Scotland. The standard will be brought before members for discussion at a later date.
  - An inclusive communication competency framework has been drafted in light of members contributions at workshop in March 2023.

### 3. Icon Testing and Photography Request

- 3.1 SS, creative communications, spoke on the development of icons that will be used for specific benefits. This included information on the development of the icons in cooperation with the User Research team. Members were informed of the rationale behind design aspects, certain technical considerations, and how icons are to be used.
- 3.2. Some of the comments received included:
- JW, Age Scotland, asked if external organisations will be able to use the icons for their own materials, and if so, how this could be done. It was agreed that SS would get clarity on this question.
  - The incorporation of a wheelchair into the design of the Child Disability Payment icon was questioned. It was noted that this icon didn't necessarily cover the entire range of conditions that made an individual eligible for the payment.
  - Questions were raised regarding the incorporation of 'hands' into the Adult Disability Payment icon. It was noted that this could carry a negative connotation and be construed as alluding to a 'handout'.
- 3.3 AB, Creative Communications, noted the difficulty in achieving consensus in icon design. Members were assured that the icons being presented had been through an extensive User Research process. SS informed members that the concerns highlighted would be considered.
- 3.4 AB informed members that Social Security Scotland is undertaking a new round of photography to be used in marketing and communication materials. Social Security Scotland wishes to use photographs that are representative of its client base. Members were asked if they could help identify volunteers to be subjects for this project. Volunteers can come from a wide range of backgrounds; including disabled people, carers, young people in work, and children and their families. AB will share contact details and process for involvement.

Action Point	SS	Will consider feedback that members have made regarding icons in design of icons.	After meeting
Action Point	SS	Will get more information regarding the use of Social Security Scotland icons by external organisations.	After meeting
Action Point	SS	Will come back to group at a later date and present on icons.	After meeting
Action Point	AB and Inclusive	Will draft email outlining process of involvement in Photography Project. Inclusive	After Meeting

	Communication Team	Communication team will facilitate in involvement.	
--	--------------------	--	--

#### 4. Inclusive Communication Action Plan 2022-25 – what do you think?

4.1 Members were asked to consider three questions. These were:

1. What do you like about what we are doing on Inclusive Communication?
2. What do you think needs further developed regarding what we are doing on Inclusive Communication?
3. Do you think the services Social Security Scotland offers to clients are communication inclusive?

4.2 Some of the main themes to emerge were:

- It was welcomed that Inclusive Communication was being proactively included at the beginning of any work undertaken. It is considered obligatory and not merely an add on.
- Transparency is appreciated, with the involvement of members in the co-design process being considered vital. Social Security Scotland is not merely paying 'lip service' to members.
- It was noted that more resources may be needed, but these necessarily take time to develop.
- Members wanted to see how their input is having a tangible effect on decision making and the development of policy.
- Members noted the importance of Easy-Read materials to their stakeholders. JD, noted the availability of resources and training pertaining to Easy-Read provided by Disability Equality Scotland. Offered to share information regarding these resources and invited Social Security Scotland staff to avail themselves of training offered. SS welcomed this opportunity.

Action Point	LM	Will send out questions in email to allow for further feedback.	After Meeting
--------------	----	---	---------------

#### 5. Any other Business and Forward Look

5.1 No other business was raised by members.

5.2 As it was The Chairs final meeting, members wished to place on record their thanks for the achievements that have been made so far to embed Inclusive Communication within Social Security Scotland.

5.2 The Chair thanked members for coming and for their contributions.

**Date of next meeting: Wednesday 26 July 2023**