

Inclusive Communication Internal and External Joint Stakeholder Meeting	
Date of Meeting	<ul style="list-style-type: none"> <li>25 January 2023</li> </ul>
Time	<ul style="list-style-type: none"> <li>10:30 – 12:00</li> </ul>
Location	<ul style="list-style-type: none"> <li>Virtual – Microsoft Teams</li> </ul>

## Attendees

### Present

KHK (Acting Chair)	-	Inclusive Communication Expert Advisor – Social Security Scotland
DP	-	National Partnership Development Officer – Social Security Scotland
LM	-	Inclusive Communication Support Officer – Social Security Scotland
GF	-	Business Manager to the Head of Corporate Services – Social Security Scotland
GB	-	Workforce Planning Project Lead – Social Security Scotland
KB	-	Onboarding Manager – Social Security Scotland
AM	-	Senior Adult Disability Payment Practitioner - Social Security Scotland
JD	-	Policy Officer – Disability Benefits Policy Unit – Director-General Communities
CE	-	Principal Research Officer – Social Security Scotland
MH	-	Project Manager – Social Security Scotland
FC	-	Research Officer – Social Security Scotland
JR	-	Senior Social Researcher – Social Security Scotland
SS	-	Creative Communications Executive – Social Security Scotland
ABK	-	Project Lead – Social Security Scotland
AG	-	Assistant Statistician – Social Security Scotland
AB	-	Creative Communications Senior Manager – Social Security Scotland
AN	-	Client Experience Manager – Social Security Scotland
CS	-	Operational Policy Manager – Social Security Scotland
ST	-	Business Support Officer – Social Security Scotland
SM	-	Project Coordinator

AT	-	People Advice and Support Specialist – Social Security Scotland
MN	-	Client Experience Manager – Social Security Scotland
TY	-	Sense Scotland
KH	-	Royal National Institute of Blind People
AI	-	Alzheimer Scotland
DY	-	Dyslexia Scotland
JS	-	Chest, Heart & Stroke Scotland
CG	-	Council of Ethnic Minority Voluntary Sector Organisations
JD	-	Disability Equality Scotland

### **Secretariat**

ROD - Modern Apprenticeship – Social Security Scotland

## **1. Welcome and Introduction from the Chair**

1.1. The Acting Chair welcomed members to the meeting and gave an overview of the agenda items. New members were invited to introduce themselves.

## **2. Inclusive Communication findings from our Charter Measurement Framework research.**

- 2.1. JR from the Social Research team at Social Security Scotland gave a breakdown of the findings from the 2021/2022 Client Survey. The survey included a specific section on client experience regarding Inclusive Communication. This area was the focus of the presentation. Members were given handout on 'headline' findings before the meeting commenced.
- 2.2. FC presented an overview of Charter Measurement Research. This included how the research is conducted, what it covers and partner experiences during the interactive process.

## **3. Discussion in Breakout Rooms**

- 3.1. Members split into breakout rooms to discuss their thoughts on the statistics presented in the Client Survey and Charter Measurement Framework. Members were asked to consider and discuss three questions. These were:
- What do you think of the data?
  - Why is it the way it is?
  - What response do you want to see?
- 3.2. The themes that emerged from the breakout rooms were:

- Inclusion of Inclusive Communication research in the survey shows a commitment to improve.
- Feedback to participants could show them the difference their input makes and help improve participation.
- Would it be possible to publish a communication inclusive client survey report? The current format may be difficult for those who struggle with numbers to understand.
- It is important that staff have an awareness of these results, specifically training staff and service design.
- The same questions should be used in future surveys to provide comparative results.
- Statistics regarding discrimination on the basis of a protected characteristics are positive.
- A member of the group that completed the survey fed back that correspondence letters with the survey were poor. They emphasised this must be acted upon.
- The survey respondents did not include many clients who identify as having a long term condition. This may be reflected in feedback on future surveys that will include Adult Disability Payment applicants.
- The number of people facing barriers who also identified as experiencing communication disadvantage was high.
- Changes need to be made when managing client expectations relating to call wait times. These wait times are difficult and off-putting for future claimants.
- 10% of respondents identify as has having a communication need. This made members think a lot more about how they engage and communicate.
- Could there be an External Communications Action Plan? Results demonstrate that this is a broad area of work that touches on many areas so could merit its own action plan.
- Formats and channels used to gather responses should be as inclusive as possible.
- Research shows that it is important to bear age related issues in mind when we think of communications channels.

## 4. Any Other Business

- 4.1. SS from the Creative Communications teams asked for members to get in contact if they had any insight or information pertaining to QR codes and vanity URLs.

4.2. LM made members aware of opportunity to take part in Icon research by Social Security Scotland User Research team.

Action	LM	Will share SS request for insight or information on QR codes and vanity URLs	10 February 2023
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Date of next meeting: **2 March 2023** (Will take the form of an all-day workshop, invites will be issued in due course)