

Inclusive Communication External Stakeholder Reference Group

Date of Meeting	Wednesday 27 July 2022
Time	10:30- 12:00
Location	Virtual – Microsoft Teams
Note	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

- GD (Chair) - Head of Corporate Strategy and Communications, Social Security Scotland
- KHK - Inclusive Communication Expert Adviser, Social Security Scotland
- LMc - Inclusive Communication Support Officer, Social Security Scotland
- DP - Inclusive Communication Organisational Lead, Social Security Scotland
- KH - Royal National Institute of Blind People (RNIB)
- CB - Royal National Institute of Blind People (RNIB)
- HS - Age Scotland
- CG - Council of Ethnic Minority Voluntary Sector Organisations (UK)
- DS - Camphill Scotland
- VS - Advocating Together
- JH - National Engagement Support, Social Security Scotland
- GW - External Communication Senior Manager – Client Communications, Social Security Scotland
- AB - Creative Communications Senior Manager, Social Security Scotland
- CA - Cross Cutting Policy Manager – Independent Advocacy Service, Directorate for Social Security, Scottish Government
- AC - VoiceAbility
- LM - VoiceAbility
- EJ - VoiceAbility

Secretariat

- ROD - Modern Apprentice, Social Security Scotland

1. Welcome from the Chair

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

2. Actions arising from Previous Meeting

- 2.1. A number of actions points were taken from the last meeting:
 - **User Research colleagues to provide a breakdown of people involved in User Research** – The chair confirmed that User Research colleagues will conduct an audit. This will tell them where further information needs to be recorded. This will include capturing client communications preferences of those involved.
 - **User Research to involve people with lived experience in research.** This is being discussed within User Research teams.
 - **Inclusive Communication Team to collate feedback on how members feel future meetings should be run.** All comments received and collated. They will help inform a wider refresh of stakeholder groups across the organisation and how we engage with them.
 - **Inclusive Communication team to ensure presentations are accessible and inclusive** – Inclusive Communication team will now share plain text versions of PowerPoint slides with members before each meeting.

3. VoiceAbility Independent Advocacy Service

- 3.1 AC from VoiceAbility presented an overview of the Independent Advocacy Service. This included:
 - Eligibility criteria for accessing the service
 - What help the service offers.
 - What independent advocacy is and why it is important
 - An overview of the referral process.
- 3.2. After the presentation, the group asked questions about the service. These included:

- Are VoiceAbility working face to face with clients?
LM confirmed they are and clients can choose how they communicate.
- What are the timescales for contacting a client following an enquiry?
LM confirmed that they aim for three days.
- Do VoiceAbility offer advice to clients transferring from Personal Independence Payment to Adult Disability Payment?
LM stated that once clients received the letter confirming they have transferred to Social Security Scotland they would then qualify for Independent Advocacy service.
- Can VoiceAbility support a client with pass ported benefits?
LM confirmed they can only offer support for devolved benefits.
- Do VoiceAbility have a local presence?
LM confirmed that they do and further plans to increase to 2 outreach centres per local authority by August.
- How does VoiceAbility ensure they are communicating in a client's preferred method throughout the whole process?
LM explained they ask clients what their communication preferences are. they will use whichever communication method a client prefers. KHK offered to share Social Security Scotland's 'Inclusive Communication Preferences Profiling Tool' with VoiceAbility.

3.3 It was agreed it would be helpful if Voiceability service standards were shared with group members. The standards contained information about the service that members would find useful.

Action Point	Inclusive Communication Team	To check if ok to share the Inclusive Communication Preferences Profiling Tool developed with VoiceAbility.	After meeting
Action Point	CA	Share the VoiceAbility Service Standards for distribution to the wider group.	After meeting

4. Communication and Engagement Plan: Scottish Child Payment Phase 2

4.1. GW presented an overview of upcoming changes to Scottish Child Payment. She outlined the Communication and Engagement plan to publicise these changes. This included an explanation of key stakeholders involved. She also explained which communication channels and platforms will be used for publicising the changes to the benefit.

4.2. Members were asked if there were any :

- key stakeholders missing from the list provided? If so, are you able to help us reach and engage with them?
- other channels/special formats that will help us to reach seldom heard groups?

4.3. Members confirmed that the stakeholder list looked extensive. They asked some questions. These included :

- What faith groups are being engaged with?
JH explained stakeholder mapping has been ongoing to identify how best to connect with faith groups in local communities.

- Are icons and visuals going to be used in publications?
GW confirmed that imagery is going to be used that has been user tested.

- When will the changes to Scottish Child Payment take place?
GW confirmed there is a commitment for the changes to be made before the end of 2022.

4.4. Members offered comment and suggestions, including :

- Advising that links should be made with local sports clubs. This could be useful to reach parents of young children.
- Providing a list of organisations that work with ethnic minorities on benefits:

Action Point	GW	Share an example of Scottish Child Payment leaflet with members.	After meeting
--------------	----	------------------------------------------------------------------	---------------

5. Any other Business and Forward Look

5.1 No other business was raised by members

5.2 The Chair thanked members for coming and for their contributions to a very engaging and vibrant discussion.

Date of next meeting: 24 August 2022