

Inclusive Communication External Stakeholder Reference Group

Date of Meeting	<ul style="list-style-type: none">• Wednesday 15th June 2022
Time	<ul style="list-style-type: none">• 10:30- 12:00
Location	<ul style="list-style-type: none">• 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

HF (Chair)	- Head of National Stakeholder Engagement, Social Security Scotland
KHK	- Inclusive Communication Expert Adviser, Social Security Scotland
LM	- National Engagement Support, Social Security Scotland
EC	- Lead User Researcher, Accessibility Directorate for Social Security
AB	- Creative Communications Senior Manager, Social Security Scotland
DP	- National Partnership Development Lead, Social Security Scotland
LG	- Dyslexia Scotland
MK	- Inclusion Scotland
DT	- The Scottish Sensory Hub - the ALLIANCE
SS	- Creative Communications Executive, Social Security Scotland
CR	- Scottish Commission for People with Learning Disabilities
LW	- British Limbless Ex-Service Men's Association (BLESMA)
HS	- Age Scotland
GH	- Royal National Institute of Blind People (RNIB)
RB	- Deafblind Scotland
CG	- Council of Ethnic Minority Voluntary Sector Organisations (UK)

Secretariat

ROD	- Modern Apprentice, Social Security Scotland
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Apologies

DS	- Ochil Tower School
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1. Welcome from the Chair

1.1. The Chair welcomed the Group.

2. Actions arising from Previous Meeting

2.1 Members' were content with the meeting note from the last meeting.

2.2 The action point from the previous meeting is unresolved. It is therefore carried forward to the next meeting.

Action Point	LM	Enquire with CH and CB on plans to collect demographic information on user research for Adult Disability Payment forms.	After meeting conclusion
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3. Update on Accessible Design Work

3.1 EC gave presentation on Accessible Design work being done for Adult Disability Payment by Accessibility Team. Currently, focus is on Digital and Service Accessibility. Work is underway to create a Dashboard to see how accessible services are.

3.2 The presentation explored two themes:

- Do we know how accessible Social Security Scotland digital Journeys are?
- How accessible is the service?

3.2 EC explained how and why service accessibility must be measured. By collecting information and applying correct accessibility measures, we can improve client outcomes.

3.3 Data is being collated to help improve the accessibility of Social Security Scotland services. A rating system is being developed to measure how accessible services are. Existing data will be used to measure user interaction and how inclusive the communication process is.

3.4 Members' were asked for their feedback. Comments received included:

- Request raised that 'inclusion' be considered in service design, as well as 'accessibility'.

- GH highlighted the presentation was not accessible to people who have sight loss or who use a screen reader. GH offered to provide guidance on this to Social Security Scotland colleagues.
- Members highlighted that co-design and co-production of services will be important going forward. To support co-planning, the chair suggested that the Inclusive Communications team and EC explore they work together including membership of reference group. Members offered to connect EC to clients and potential clients with lived experience to support testing as part of user centred design.
- Importance of process for monitoring data relating to people who don't currently access benefits (but were eligible) was stressed. EC will explore the availability of data pertaining to people who do not access benefits but are eligible.

Action Point	EC	Approach people with lived experience for digital accessibility and service accessibility for testing	After meeting
Action point	EC & Inclusive Communications Team	Explore ways for the Accessibility Team to coordinate and collaborate with the group	By next meeting
Action point	EC	Explore the availability of any data pertaining to people who do not access benefits but are eligible.	After meeting
Action Point	EC, Inclusive Communication Team	To consider accessibility of PowerPoint slides and act to ensure future slides are fully accessible for people with sight loss and/or who use screen readers.	By next meeting

4. Future of our Group

- 4.1 LM host a discussion with members on the future direction of the External Stakeholders Group.
- 4.2 LM confirmed the valuable insight the group has already provided. He listed some of the topics the group have provided advice on. Members split into breakout rooms to discuss future of the group and answer what they think the group should stop, start and improve.
- 4.4 Feedback from the group:
- All presentations and papers that come to the group must be communications inclusive.
 - More opportunities for member participation in discussion in the meetings.
 - Shorter presentations, allowing more time for discussion. Presentations should only be summaries, advance papers can include additional detail as required.
 - Membership of group to be reviewed to ensure appropriate representation.

- More collaboration and co-production between Group members and Social Security Scotland.
- Members to be involved in setting the agenda.
- Give feedback to Group on how their input has had an impact. Provide evidence of contributions influencing decision making and design.
- Clarify difference and overlaps between this group and the equality network.
- More open and trusting. Agree how we work together to implement action plan. Co-design work around each objective in Action Plan.
- Interest in small working groups focused on specific actions in action plan.
- Worthwhile agendas, converge with other groups for efficiency.
- Interest in occasional in-person meetings.
- Link in with Internal Co-ordination Group more. Chance to begin joint work and collaboration.
- Stop talking 'at' members.
- Frequency of meetings felt about right, reluctant to increase this.

Action Point	Inclusive Communications Team	Collate and act on all members feedback. Feedback proposals on future group working to External Group at next meeting.	For next meeting.
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5. Any other Business and Forward Look

- 5.1 The Chair thanked attendees for coming and for feedback. Noted that potential agenda item for next meeting could centre around independent advocacy service for Adult Disability Payment and that members wanted update on how inclusive communication was affecting front line services and an update on inclusive communications for the low income winter fuel assistance.

Action Point	Inclusive Communication Team	Follow up with colleagues on how inclusive communications is impacting frontline services and an update on the low income winter fuel assistance .	For next meeting
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Date of next meeting: To Be Confirmed