

Inclusive Communication Stakeholder Reference Group Meeting

Date of Meeting	Thursday 31 October 2019.
Time	10:00-12:00.
Location	Technology and Innovation Centre (TIC), Conference Rooms 7, Strathclyde University, 99 George St, Glasgow G1 1RD
Note	Participants have been anonymised with the exception of those who are most senior.

Attendees

In Attendance:

Chair: Miriam Craven (MC)	Head of Local Delivery and Client Experience, Social Security Scotland.
RM	National Engagement and Partnership Lead, Social Security Scotland.
KS	Strategic Communications and Marketing Lead, Social Security Scotland
CE	Principal Research Officer, Social Security Scotland.
HD	Accessibility and Inclusive Design Lead, Scottish Government.
GP	Organisation Strategy Manager, Social Security Scotland
AB	Inclusive Communication Specialist Advisor, Social Security Scotland
HF	Inclusion Scotland.
SM	Enable
MS	Glasgow Disability Alliance.
CR	Scottish Commission for Learning Disability
LG	Dyslexia Scotland.
LW	British Limbless Ex-Service Men's Association (BLESMA).

RG	Citizens Advice Scotland.
CL	Council of Ethnic Minority Voluntary Sector Organisations
HS	Age Scotland.
TW	Dementia Care Voices.
AH	Individualised Solutions
RM	Convention of Scottish Local Authorities

Secretariat

RP	PA to Chair, Social Security Scotland.
EM	National Engagement Support, Social Security Scotland.
RE	National Engagement Support, Social Security Scotland.

1. Welcome from the Chair and actions from last meeting.

1.1. MC welcomed everyone to the second meeting of the group.

2. Introductions

2.1. Everyone introduced themselves.

3. Social Security Scotland activities since last meeting.

3.1. MC reported on Social Security Scotland's activities since the last meeting:

- launch of Funeral support payment on 16 September
The team who deal with the benefit are based in Dundee office. People are applying online, and over the phone. 1 client made an application in person.
- launch of The Young Carer's Grant on 21 October
- MC thanked everyone for their feedback on the information that was sent out to support the road shows. The Young Carer Grant is the last of the benefits to be launched this year

3.2. The Inclusive Communication Internal Reference Group has met.

- the meetings are chaired by MC. The people attending work across the Social Security Agency with decision making responsibilities
- The Internal Group will be guided by the expertise from the External Group and will make sure that inclusive communication is part of the way the Social Security Agency operates
- the first meeting looked at what the Agency is already doing and what needs to be done

4. Terms of Reference.

4.1. MC asked for any comments on the redrafted Terms of Reference. No-one had any.

- MC asked anyone who had any final comments to email DP. If no-one sends any we will accept them as final.

4.2. MC agreed to clearly identify any information that was confidential in papers or verbal presentations.

Action	Group	Members to contact DP with any further comments on the Terms of Reference by December 1.
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5. Communication Preference- How we want to communicate.

5.1. AB introduced the topic of how we find out how people want to communicate i.e. how individuals want to receive information and express their views.

5.2. Communication preferences form for Reference Group members

- Everyone had received a form asking for their own preferences. AB asked everyone to complete the form if they had not done so already
- There was an error on question 4 of the form. We will amend this before it is circulated again to those who have not yet filled it in

5.3. How reference group member organisations ask about communication preferences

- to identify the best way of asking individuals about their communication preferences, AB invited everyone to say how their organisation did it

Key points from discussion:

- it is important to ask people but not to ask people to answer too many questions
- if someone is coming to an event, it can be important to make personal contact before the meeting to clarify what they need
- it is sometimes better to have open questions not a list of options
- some people may tick boxes incorrectly because they do not understand the questions
- communication in meetings is about listening
- AH agreed to share details of his YouTube channel to illustrate the use of animation

5.4. What we know from Social Security Experience Panels

- Carole Edwards, Principal Research Officer, gave a presentation on how the Experience Panels work and what has been learned about Communication Preferences
- see attached slides and notes
- Carole is recruiting for more Experience panel members. This will be the last round of recruitment
- Experience Panel reports are available online

Key points from discussion:

- there is software that will convert words to an animation sign language
- face to face communication is sometimes best. However people may need to have an opportunity to write down notes
- some people want to have a summary of what has been said. This can be for a telephone call or a face-to-face meeting
- some people find a text message helpful to remind them of an appointment
- some people are anxious and are uncomfortable with the phone
- have a number of channels available
- provide services through apps, video calls, text messages etc.

Action	EM	Recirculate the updated Communication Preferences.
Action	EM	Share AH's YouTube channel with Group.
Action	EM	Circulate Experience Panels recruitment information and how to access online Reports.

Action	Group	Group members who have not completed their Communication preference form please complete and send to DP.
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6. Summary and dates of next meeting.

6.1. MC highlighted the fact that the group was quite large. This might make effective discussion difficult.

- the group agreed that smaller group discussions would be better sometimes
- we agreed this would depend upon the agenda item and the aim of the discussion.

6.2. Thanks

- MC thanked everyone for attending and for their input to the meeting.

Date of next meeting: Tuesday 17 December 2019. 5 Atlantic Quay, 150 Broomielow, Glasgow G2 8LU. Full details will be sent out with the agenda.

Action	Group	Members to send in any comments about how future meetings should be run to DP.
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