

**Health and Wellbeing Strategy
Engagement and Consultation and Communications Plan
Westminster City Council
Royal Borough of Kensington & Chelsea Council**

Overview

The aim of this Health & Wellbeing Strategy (the draft Strategy) consultation and communications plan is to set out how we will promote the consultation and receive and respond to feedback on the draft Strategy.

The Joint Westminster and Kensington and Chelsea Health and Wellbeing Board (the Board) brings together the Councils, NHS, the Voluntary and Community Sector (VCS) and other local partners to promote integrated health and social care to improve residents' health and wellbeing. The draft Strategy sets out our ambitions for improving health and wellbeing and tackling health inequalities in our boroughs.

The engagement and consultation will be run across both local authorities in partnership with NHS, VCS and wider partners.

Background

The development of the Strategy began in 2022 and has used a variety of engagement methods to ensure the strategy is evidence based and reflects residents' priorities. This has involved a mix of quantitative (feedback forms/ surveys) and qualitative (focus groups/ deliberative events/ workshops).

Aims and Objectives of Consultation

The key objectives of the engagement and consultation are:

- **Information sharing** – We will explain what is happening across the place-based partnership and the work done so far to develop the draft Strategy
- **Consultation** – We want comments on the approach of the strategy and the draft ambitions.
- **Feedback Loop** - This consultation will engage with those that have already contributed to the strategy development. This will provide reassurance to stakeholders that their voice has been heard and shaped the strategy.
- **Collaboration** – This is the start of a longer-term development of the Board to ensure it represents the resident voice and through this consultation we will raise awareness of the work of the board and how people can engage in its work.

Consultation Methods

Audience	Method and Purpose	Timing, Location, resources
Residents	In-person workshops to seek feedback on the strategy. Link into family hubs and other existing programmes and community groups and events	2 x 90 min workshops in each borough (north and south) Link with community champions 5pm - 7pm
	Virtual workshops to seek feedback on the strategy	2 x workshops

	Promoting consultation and events	Throughout the consultation period Small leaflets – dates and QR code Social media Attendance at events
	Online survey to gather feedback	Two formats of survey Abridged and full Different languages, Easy Read (Nick Marchant) Ask EQIA question
	Hard copy survey to gather feedback	Available in libraries, leisure centres GPs etc. Free postage code
	Visiting specific services	Care Homes, Day Services, Hubs etc.
VCS Partners	In Person workshops to get feedback on the strategy	2 in each borough
	Virtual workshop to get feedback on the strategy	1
	Online survey to gather feedback	As above
Strategic Partners	Presentations, partners to promote the consultation and survey links	Partners to deliver presentations
Staff	NHS	2 'Blended' workshops across bi-Borough NHS providers/ ICB Re-engagement via PCEC/ Clinical Directors- 1 for each place SMT engagement
	Local Authority	Loop Live SMTs RBKC Scrunity - May RBKC internal comms - (Jo Birch RBKC)

In addition to the above, a pack will be developed to present at any existing events if the opportunity arises. Previous experience shows that specific and targeted events regarding health and wellbeing are required as standalone, as well as attending existing events (where time can be restricted). Attending existing events will primarily be used as an opportunity to promote the above opportunities. We will focus on events where there are already compelling reasons for residents to attend.

Consultation questionnaire

The consultation will ask people to provide their comments via an on-line form that will be accessible on the council's website, the full survey will be supplemented with an easy read survey. Hard copies of the survey will be made available at libraries, GPs and other locations.

Aims and Objectives of Communications

The communications objectives are as follows:

- Residents and partners understand what the health and wellbeing board and strategy are and what our priorities are in relation to consultation.
- Residents and partners understand how they can feedback on the draft strategy

- Residents and partners know how they can engage with the Health and Wellbeing Board in the future.

Messaging

- This is our 10-year strategy to address health inequality and improve health and wellbeing across our boroughs.
- The consultation on a new strategy begins on XXXX and closes on XXXXX and residents, businesses and statutory groups are being encouraged to take part. www.xxxx.westminster.gov.uk.

Campaign audiences and key communications channels

This section sets out the main communications channels that will be utilised to reach key audience groups.

Audience	Communications channel
Kensington and Chelsea residents	<ul style="list-style-type: none"> • Screens in GP surgeries • Screens in leisure centres and Kensington Town Hall • Screens on Council estates • Council publications: North Ken News, Our Borough, Housing Matters, K&C Life • Website • Social media • Council A1 Poster sites • Posters in Libraires • Existing service user / patient groups
Westminster residents	<ul style="list-style-type: none"> • Council publications: MyWestminster, YourWestminster, Families First, YourHome, Westminster Plus • Website • Licensing newsletter • Social media • Media • Screens in GP surgeries • Existing service user / patient groups
Partners	<ul style="list-style-type: none"> • BIDs • Business newsletter • Website • Social media • Media • Licensing newsletter
Statutory authorities	<ul style="list-style-type: none"> • Series of emails during eight-week consultation period with links to website
Ward councillors	<ul style="list-style-type: none"> • Briefing note • Briefing session • Links to website

Inclusive Engagement

For this consultation we are looking at underrepresented groups in two ways:

1. Groups that are affected by health inequalities.
2. Groups underrepresented in consultations.

Health Inequalities

Health inequalities are cross-cutting, there is no one group that is solely affected by health inequalities, different groups suffer unfair injustices across the range of wider health determinants. However, where we know that a health inequality exists we will target the affected groups as part of our consultation.

Analysis is being undertaken using the Joint Strategic Needs Assessment (JSNA) to identify groups that should specifically be targeted as part of the consultation.

Groups underrepresented in consultations

We will do more to target groups that are historically underrepresented in Local Authority consultations. These groups are:

- Young people and young adults (under 35s).
- Those whose first language is not English.
- Residents living with a disability.
- Digitally excluded residents.

EQIA

- Initial screening is complete. An EQIA is being completed and will be published with the strategy. There will be a question as part of the consultation on the EQIA.

Feedback to residents

In order to close the feedback loop the results of the consultation exercise will be presented in three ways:

- A comprehensive report published and presented to the Health and Wellbeing Strategy
- The consultation will inform the 'What our residents tell us' section of the strategy
- Top line results will be published on the Health and Wellbeing webpages as a 'you said, we did'.

Project Plan

Week	Comms	Consultation
-3		Make sure venues are booked Ward Member Briefings to cover: <ul style="list-style-type: none"> • The strategy • How residents can get involved
-2	Draft Materials <ul style="list-style-type: none"> • Updated webpage with consultation • Media release and reactive FAQs • Social media posts • Email to partners • Ward councillor briefing note • Publication content 	
-1	Share posters/leaflets/hard copy surveys with partners	
1	Webpage goes live Materials in libraries/surgeries/notice boards Social Media Posts (twice a week) Notice Boards go live Email stakeholders list MyWestminster newsletter YourHome newsletter Westminster Reporter Westminster Plus Email briefing to Ward Councillors WIB	Consultation launches Online surveys go live
2	Social Media Posts (once a week)	
3	Social Media Posts (once a week)	
4	Social Media Posts (once a week)	
5	Social Media Posts (once a week)	
6	Social Media Posts (once a week)	
7	Social Media Posts (once a week)	

8	Social Media Posts (once a week)	
9	Social Media Posts (once a week)	
10	Social Media Posts (once a week)	
Post Consultation	Update webpage – consultation now closed A response table and our consideration and decision on consultation comments/ suggestions will be published on the website. Email key stakeholders with summary of responses and next steps.	
TBC		In-person resident workshops x 2 in each borough Virtual resident workshops x 2 In-person partner workshop – 1 in each borough Virtual partner workshop Canvassing events

Outstanding Actions			
Action	Owner	Update	Deadline
Find workshop venues			
Produce comms products			
Identify comms channels for RBKC residents			
Identify service visits			