



## **Children, Young People and Families Citywide Forum Steering Group meeting**

### **Agenda Friday 13<sup>th</sup> October 2017 9.30 to 12.30 – Albany Centre, Glasgow**

**Present:** Michelle King (Rosemount), Maxine Hawthorn (Aberlour), Johanna Spiers (GCVS), Biba Devine (Stepping Stones for Families), Liz Reid (Action for Children), Julie Richardson (Children 1<sup>st</sup>), Julie Dynes (NSPCC).

**In attendance:** Lisa Wright (GCVS)

**Apologies:** Joanne Aitken (Govan HELP), Vicki Burns (Y People), Melodie Crumlin (PEEK), Isabel Dunsmuir (DRC Generations), Lee Anthony (OPFS), Suzie Scott (GCVS), Gillian Leslie (Home Start Glasgow South), Melodie Crumlin (PEEK), Audrey Anderson (Early Years Scotland), Louise Hamilton (Quarriers), Lee Anthony (OPFS), Eddie Kane (Barnardo's), Carla Fyfe (A&M Scotland).

#### **1. Communications strategy – Johanna Spiers (GCVS Communications Team)**

Johanna Spiers (GCVS Communications Manager) was present to do a session with the group on the Forum's communications strategy. Finalised notes are attached below. The following areas were discussed:

##### **a) Purpose & Messages**

Biba felt conveying transparency was a key priority for the Citywide Forum. People should have access to papers and minutes, to prevent the work/content of the Forum being exclusive to steering group members and to ensure that people are empowered to choose/take part.

Maxine asked what the mechanisms for this need to be, in order for it to work. It was agreed that too much information could 'drown' people. Johanna agreed, stating that it is important to not overload people.

The group felt it is important to highlight through our communications that the Citywide Forum is made up of lots of organisations who are collaborating. 'Citywide Forum' doesn't necessarily show who is involved.

## **b) Mechanisms: website tabs**

It was agreed that the solution to this would be to create several tabs on the website, sectioning types of information with papers/resources/minutes in each. Julie mentioned that the issue is how to provide inclusive but also relevant information for the breadth of services that the Citywide Forum represents.

Johanna explained to the group that this is something that GCVS struggle with themselves, but that tagging functions in the upcoming CRM system should be able to solve. Johanna reminded the steering group that the Forum will need to pay attention to upcoming changes to GDPR, when dealing with mailing lists.

## **c) Digital communications**

Johanna advised the group that the time and effort that could be put in to creating e.g. website tabs full of resources, needs to be weighed up against the impact. Digital communications can be a way to minimise time/effort.

Johanna highlighted the benefits of Twitter, and various tools that many people don't utilise e.g. lists which filter information for different groups. Julie agreed that it would be useful to filter specific information to specific groups. Biba suggested the Twitter account could be handled by alternating members, in order to create balance.

Johanna suggested that Deborah Mooney (GCVS Digital Communications Officer) could do a training session with the steering group on digital communications. The group agreed this would be beneficial. **Action: Lisa to arrange this with Deborah.**

## **d) Target Groups**

Biba raised the point that a central part of communications strategy for the Forum is how we communicate with statutory influencers as well as funders.

Each group that the Forum will target was decided, and the priority level (see attached below). Liz raised the addition of housing providers as an important group, as done so by Suzie at previous meetings. It was agreed that for now the communications strategy would target, in this order:

- 1) Third Sector
  - 2) Statutory/public Sector
  - 3) Funders
- (See more below).

## **e) Capacity**

The fact that communications can only be done properly/well with the right

capacity/resources was discussed. The Forum only works due to the time given up by members of staff from a variety of organisations. Suzie/Lisa don't have the capacity to do everything, especially all communications tasks. Ideally, a member of staff would be employed for the Forum to translate policy docs etc. and constantly update website tabs – this won't happen any time soon.

The group discussed how much of their time has been given up for the steering group, and what this has cost their organisations. It was agreed that it would be useful/meaningful to work out exactly the costs of this per hour.

#### **f) Impact**

Biba suggested that we survey Forum members to see what the impact/value has been. Maxine noted that the progress report outlines various achievements, such as participation in events. It was agreed that impact/value survey could be done at a later date.

Johanna explained that this would tie in to Monitoring and Evaluation processes, which could be looked at in the future. For the moment, increasing numbers and engagement should be the focus of the communications strategy/aims.

#### **g) Campaign – Children's Services Plan**

Biba outlined that the Children's Services Plan/Planning Group could involve many more third sector organisations that work with children, young people and their families than it currently does.

Johanna advised that a good start for a communications strategy is to focus on a specific campaign as a starting point. A 'call to action', where you are asking people to take part in something can be very effective. Johanna suggested that engaging people re CSP could be a good campaign for the Citywide Forum. Johanna suggested posting a poll on Twitter 'Do you know Glasgow has a CSP?' – then drip feeding aims from the CSP, and providing briefing papers. This would direct people to the CF website, where resources would be available.

It was agreed that the Citywide Forum would contact Gary Dover on Children's Services Planning Group to notify them of the campaign.

**It was agreed that Johanna would meet in late October with Julie Richardson, Vicki Burns and Biba Devine (as new communications sub-group) to develop the idea around a Children's Services Plan campaign further.**

## **2. Citywide Forum Aims**

It was agreed that following the detailed session with Johanna on communications,

which partly looked at aims, the group would come back to finalising aims and objectives at a later date.

**Action: group to finalise aims and objectives following communications sub-group meeting.**

### 3. Minutes of last meeting and matters arising

#### a) Attendance

There was discussion of the size of the steering group as outlined in the progress report – 25 members. It is evident that a much smaller number take part in monthly steering group meetings. There is a section in the Terms of Reference which explains that those who miss three consecutive meetings are removed from the group. It was agreed that this should be revisited soon along with functions around this. The group noted that many people are keen to be involved but don't have the capacity to attend monthly.

**Lisa agreed to give an update on attendance as Suzie had done previously.**

#### b) Minutes of last meeting

The minutes of last meeting were looked over:

##### i) Third Sector Summit

Lisa explained to the group that invites for the Third Sector Summit would be limited to a small number of places, likely no more than 10. The original date has also now changed and new date not yet been finalised. **Action: Lisa to update re this.**

##### ii) Significant Case Review event report & CP Committee Feedback

Michelle and Maxine explained that they would be meeting later on the 13<sup>th</sup> October to finalise the SCR event report. **This will be distributed to the steering group in the next week.**

Maxine and Michelle gave the group an update from the CPC. Maxine explained that Colin Anderson asked Michelle/Eddie/Maxine to do an input/presentation on the key messages from the SCR Event in September at the next CPC, as well as their development day. The group agreed it has been great to see such input from Anne Marie Manning and Colin Anderson both at the event and in the months following.

Maxine explained that she has invited Anne Marie Manning to come along to the next steering group meeting – 17<sup>th</sup> November. Anne Marie retires from her post as lead officer in February, so this is an important chance for the steering group to talk to Anne Marie.

Maxine asked the group whether there were particular areas we would like Anne Marie to discuss at the meeting. Liz suggested that she cover information/update around the Neglect sub-group, which Liz is part of. Maxine suggested a general response to the Third Sector feedback in the SCR event report would be beneficial.

**Action: Lisa to email round steering group to ask if they have subjects they would like Anne Marie Manning to cover.**

#### **4. December Event – Transformational Change**

Lisa reminded the group that Transformational Change had been previously decided at the Citywide Forum's fourth event of the year, taking place in December. The group agreed that December was now extremely close and putting an event together now would be a struggle.

Liz told the group she had heard TC agenda wouldn't be taking place until March, and questioned whether December would be the right time to have the event. Biba suggested we invite Mike Burns in the first instance to come to a steering group meeting to give us an update/summary. There was agreement that this would be a good idea, others suggested opening the invite out – a meeting with a wider invite for Mike Burns to update organisations. It was agreed the Forum could put on a small briefing meeting/session in early December, rather than a large scale event.

**Action: Lisa to find out from Eddie information re family support strategy and transformational change. Mike Burns to be contacted for availability re briefing session/meeting in December.**

#### **5. Aston Survey Feedback**

Lisa encouraged people to sign up to take part in the survey. There was some confusion around the e-mail that had been sent out about the Aston survey, as to whether the list had been closed or if there was still time to sign up before the deadline. **Action: Lisa to contact Alison Hodge to clarify whether there is still time to take part in the survey.**

#### **6. ELC Sub-group 30<sup>th</sup> October**

Lisa reminded the group of the upcoming early learning and child care sub-group meeting on 30<sup>th</sup> October where Alan Davidson from GCC Dept of Regeneration Services, who is leading on the GCC Childcare Strategy, will be presenting. Lisa explained to the group that the upcoming GCC childcare strategy covers up to age

12, so would be of interest to organisations other than early years.

**Any steering group members interested in attending should contact Lisa/Suzie.**

## **7. AOCB**

### **a) Frequency of meetings**

The frequency of meetings was raised again. The group agreed that each meeting comes round very quickly and each member sacrifices time for their day jobs to be there. Maxine suggested that we carry on with the existing dates and can review at a later date. This could be done in the new year.

### **b) Corporate Parenting Meeting**

Biba asked if she could be taken out of the corporate parenting group.

Maxine reminded the group that the Corporate Parenting Meeting will be taking place on 9<sup>th</sup> November and asked the group for reps. It was suggested that Eddie, Greg, Michelle and Julie Dynes attend. Julie Richardson also suggested Fiona McBride from Children 1<sup>st</sup> could attend as she was involved in previous Corporate Parenting meetings. **Action: Lisa to e-mail reps to confirm this.**

## **8. Date of next meeting:**

**17th Nov** – Anne Marie Manning will present at the start of the meeting. It was agreed that the meeting would be held on rotation again at another organisation. If no one can accommodate, the Albany can be used as a back-up.

**Action: Lisa to follow up with organisations who have capacity to hold meetings to check availability.**

**15th Dec**

## Communications Strategy

### Notes from session 13<sup>th</sup> October 2017

#### Aims & Purpose

- To inform colleagues.
- To share *all* information.
- To ensure transparency.
- To ensure people know they can get involved.
- To raise awareness.
- To increase Forum membership.
- To increase engagement.

Audiences	Key Messages
<b>Statutory/Public Sector</b> <b>2</b>	<ul style="list-style-type: none"><li>• We are collaborating.</li><li>• We are committed.</li><li>• <b>We want resources.</b></li></ul>
<b>Funders</b> <b>3</b>	We need staff resource!
<b>Third Sector</b> <b>1</b>	<ul style="list-style-type: none"><li>• We are collaborating.</li><li>• We are committed.</li><li>• <b>We need you!</b></li></ul>
<b>RSLs /CCHAs</b> <b>4</b>	
<b>Independent Sector</b> <b>5</b> -> CSR -> Resource?	

## **Campaign**

### Children's Services Plan

- Timescales
- Inform partners

#### (1) Raise awareness of CSP

- > Highlight challenges
- > Facebook/Twitter vote
- > Meetings/training/events etc. – “xx% don't know about it”

#### (2) Here are the 7 aims of CSP

- > Briefing papers

#### (3) Scope

- > Resources – e.g. what are partner organisations developing/producing – could we utilise that?

### Monitoring & Evaluation Framework – evidence