

Document 13

Monklands Replacement Project Postal Scoring Process - Communications Plan

This communications plan is designed to inform the public, staff and other stakeholders in the Monklands Replacement Project about the timescale, process and outcome of the additional postal/telephone site scoring exercise to be undertaken by a group of members of the community and NHS staff.

AIMS

- Stakeholders are made aware of the additional scoring process following the decision to withdraw the results of the site scoring event on 10 March 2020.
- The scoring process's purpose and timeline and the selection of scoring participants are clearly explained and transparent
- There is public/staff/stakeholder confidence in the process and its outcome through emphasis of the use of independent facilitation and thorough governance processes

KEY MESSAGES

- Following concerns over the previous scoring exercise, the Board of NHSL has agreed an additional scoring process should be run independently by the Consultation Institute (tCI) with expert input from the Electoral Commission and agreement from Healthcare Improvement Scotland – Community Engagement (formerly known as the Scottish Health Council)
- It is not a public postal vote: public and staff who previously nominated themselves to be scorers will receive relevant material by post in two stages and be asked to undertake a process to allocate criteria weightings/scores by given deadlines
- To ensure fair representation, agreed proportions by postcode/area/staff group will be used by tCI to calculate benefits criteria weightings/final site scores
- There are thorough governance arrangements around the new scoring process
- tCI has deemed it appropriate to carry out this process during the COVID-19 situation, and the clinical importance of continuing has been highlighted by the Monklands Medical Staff Association

Please refer to the implementation plan below.

Monklands Replacement Project Postal Scoring Process - Communications Plan v2

MRP POSTAL SCORING PROCESS – COMMUNICATIONS IMPLEMENTATION PLAN			
Date	Action	Message/aim	Responsible
Launch	MRP webpage update goes live www.monklands.scot.nhs.uk	<ul style="list-style-type: none"> • Summary of additional scoring process • Message to scorers with clear signposting to site information documents on page and updated frequently asked questions • Publish LattaCharlton reports on community discussions and People’s Hearing 	Bob Smyth Yvonne Law Jason Lucchesi
Launch	Press release	<ul style="list-style-type: none"> • Additional scoring process launched following concerns over previous process • Process run independently by Consultation Institute (tCI) • Expert input from Electoral Commission • Public and staff who previously nominated themselves to be scorers will receive relevant material by post in two stages and be asked to return criteria weightings/scores by given deadlines • Agreed proportions by postcode/area/staff group will be used by tCI to calculate weightings/final site scores • Thorough governance arrangements around new scoring process • Why tCI has deemed it appropriate to carry out this process during COVID-19 situation, including clinical importance of continuing 	BS

Monklands Replacement Project Postal Scoring Process - Communications Plan v2

Launch	Social media <ul style="list-style-type: none"> NHSL Facebook/Twitter/Instagram UHM Facebook/Twitter UHM staff Facebook group 	As above	BS
Launch	Internal comms channels <ul style="list-style-type: none"> All-in Lanarkshire email FirstPort (intranet) banner; Pulse Online; Staff briefing (if in use)	As above	BS
Launch	Stakeholder email update	As above, to stakeholder list (over 1000 group/individual email contacts) NHSL Board; MROB; staff/staff-side; ScotGov; MSPs/MPs/local elected members; North Lanarkshire Council; South Lanarkshire Council; community planning partners; community councils/fora; public involvement groups; third sector; equality & diversity contacts; care providers; schools & colleges; project partners; Scottish Health Council; media	BS
Weightings concluded	MRP webpage update goes live www.monklands.scot.nhs.uk	<ul style="list-style-type: none"> Final weightings published Link to press release 	Bob Smyth Yvonne Law Jason Lucchesi
Weightings concluded	Press release	<ul style="list-style-type: none"> First part of additional scoring process concluded – criteria weightings decided List weightings Part 2 – site scoring - now begins Process run independently by Consultation Institute (tCI) Expert input from Electoral Commission 	BS

Monklands Replacement Project Postal Scoring Process - Communications Plan v2

		<ul style="list-style-type: none"> Public and staff who previously nominated themselves to be scorers are participating Agreed proportions by postcode/area/staff group were used by tCI to calculate weightings/same for final site scores Thorough governance arrangements around new scoring process 	
Weightings concluded	<p>Social media</p> <ul style="list-style-type: none"> NHSL Facebook/Twitter/Instagram UHM Facebook/Twitter UHM staff Facebook group 	As above	BS
Weightings concluded	<p>Internal comms channels</p> <ul style="list-style-type: none"> All-in Lanarkshire email FirstPort (intranet) banner; Pulse Online; <p>Staff briefing (if in use)</p>	As above	BS
Weightings concluded	Stakeholder email update	<p>As above, to stakeholder list (over 1000 group/individual email contacts)</p> <p>NHSL Board; MROB; staff/staff-side; ScotGov; MSPs/MPs/local elected members; North Lanarkshire Council; South Lanarkshire Council; community planning partners; community councils/fora; public involvement groups; third sector; equality & diversity contacts; care providers; schools & colleges; project partners; Scottish Health Council; media</p>	BS
Scoring conclusion	<p>Update emails to</p> <ul style="list-style-type: none"> NHSL Board MROB CMT 	<p>Inform key contacts ahead of distribution of press release/social media on outcome of scoring</p> <p>Use agreed wording from press release (below)</p>	BS

Monklands Replacement Project Postal Scoring Process - Communications Plan v2

	<ul style="list-style-type: none"> • MSPs/MPs • All-in Lanarkshire • ScotGov • MRP Team • MRP SEG 		
Scoring conclusion	MRP webpage update goes live	<ul style="list-style-type: none"> • Scoring process concluded • Scores for each site • Link to press release for full details 	Bob Smyth Yvonne Law Jason Lucchesi
Scoring conclusion	Press release	<ul style="list-style-type: none"> • Additional scoring process concluded • Scores for each site and reminder of weightings used • Thanks to public and staff who took part • Not a final decision on preferred option – only one part of process • How agreed proportions by postcode/area/staff group were used to calculate site scores including clear breakdown of numbers • Process was run independently by Consultation Institute • Expert input from Electoral Commission • Thorough governance arrangements around process • What happens next – publication of scoring report/ financial evaluation and two-week feedback period prior to MROB/NHSL Board deliberations 	BS
Scoring conclusion	Social media <ul style="list-style-type: none"> • NHSL Facebook/Twitter/Instagram • UHM Facebook/Twitter • UHM staff Facebook group 	As above	BS

Monklands Replacement Project Postal Scoring Process - Communications Plan v2

Scoring conclusion	Internal comms channels <ul style="list-style-type: none"> • FirstPort (intranet) banner; • Pulse Online; • Staff briefing (if in use) 	As above	BS
Scoring conclusion	Stakeholder email update	As above, to stakeholder list (over 1000 group/individual email contacts) NHSL Board; MROB; staff/staff-side; ScotGov; MSPs/MPs/local elected members; North Lanarkshire Council; South Lanarkshire Council; community planning partners; community councils/fora; public involvement groups; third sector; equality & diversity contacts; care providers; schools & colleges; project partners; Scottish Health Council; media	BS
RETURN TO EXISTING COMMUNICATIONS AND ENGAGEMENT PLAN			