

eyv1b r} < If ; < 11  
[z]}1g z | v~ r ; a c } z < IU z vt S c ¥ 1  
1  
1  
eKABDB > CEE IBHCH III  
VR{z}?' z | v~ r ; Q ft c S } r ; u x f z < c ' p | 1  
1  
1



NHS Board Chief Executives  
Third Sector Interface Chief Officers



23d May 2013

Dear Colleagues

### Engagement with the Third Sector – the Engagement Matrix

At the positive session at the Chief Executives' meeting last Autumn when the importance of working with the third sector was discussed, a number of specific actions were agreed. These have been taken forward and have resulted in the development of an 'Engagement Matrix' as a tool to identify the level of existing engagement between the third sector and NHS boards.

The purpose of this letter is to ask each board is asked to identify and agree with third sector colleagues, high impact areas of local collaborative improvement and to complete the Engagement Matrix for each area. The completed matrices from each board will be gathered to contribute to a national picture of key examples of what is working well in terms of joint working between NHSScotland and the third sector, to secure agreement on which areas we wish to spread to scale when we follow up this work at one of our Chief Executives' meetings in the Autumn. Could I therefore ask for completed Matrices to be returned to Claire Tester, at the email address below, by **31 August 2013**.

The attached annexes provide further background information and advice on the support available for completion of the Engagement Matrix. If you have any queries please contact Claire Tester, Strategic Lead for Third Sector Engagement & Partnership ([claire.testerscotland@gsi.gov.uk](mailto:claire.testerscotland@gsi.gov.uk)).

Yours sincerely

**Jill Vickerman**

Copy: Scottish Government Third Sector Division, Executive PCCC leads, Matrix Leads

A key pillar of public service reform in Scotland is greater integration of public services at a local level, driven by partnership, collaboration and effective local delivery by statutory and third sector organisations. This is reemphasised in the actions required to achieve the 2020 Vision for achieving sustainable quality in Scotland's healthcare. We agree that full engagement of the third sector means being treated as a partner in the planning, design and delivery of public services, and therefore being integrated in the structures to support these functions. There are already a number of good examples where this approach has been adopted in order to improve outcomes for people. The Quality Alliance Board (QAB) has endorsed proposals to strengthen the strategic engagement between NHS Boards and the third sector across NHSScotland, and through identified pragmatic actions the Engagement Matrix has been developed by third sector, NHS and Scottish Government working together, and has been approved by the QAB for use by boards and partners.

The Engagement Matrix was launched at The Gathering on 28<sup>th</sup> February by Derek Feely (see attached letter of February 11<sup>th</sup> 2013). The Matrix has been developed as an aid to identifying the level of existing engagement between the third sector and NHS boards. Some boards have already begun to use this tool and there is now a request for each board to determine a topic area in which they are seeking to improve and to complete and share the Matrix on what is working well. The topic may be related to prevention; or supported self management; or anticipatory care; health inequalities; volunteering strategy or another issue. The topic area and what is currently working well, may be different for each board. This is not for audit purposes but to contribute to a shared picture of the level of engagement and partnership working between third sector and NHS boards, and what is currently working well across Scotland. As the completion of the Matrix will inform the Chief Executives Meeting in the Autumn it is requested that the Matrix is completed and returned by the end of **August 2013**. As the Matrix is to identify partnership working and a shared task, it is requested that the submitted matrix is developed and signed off by boards with third sector colleagues.

Last year each Board identified a senior person from their Board to act as the named lead for strategic links with the third sector. These leads form a national network (see attached list) supported by Voluntary Health Scotland with Scottish Government, who are to ensure the Matrix is completed. These lead matrix champions met on 10th May to confirm their role in this task.

**Support**

As you know, the importance of the role of the third sector (in developing and delivering information, advocacy, support and services that engage, empower and enable people) is embedded throughout the Quality Strategy, and we are committed to working together to maximize the impact of this potential. In this endeavour the Scottish Government Director of Nursing, Health Professions, Public & Patient Partnership (CNOPPP) is agreeable to/ supportive of each board's Executive Lead for Person Centred Health and Care Collaborative to oversee and ensure strategic completion of the Engagement Matrix as this work connects with person centred care and approaches.

Additional support based on the Engagement Matrix tool is available to NHS Boards through the **Partners for Change** programme. This national initiative is being delivered by the team at Ready for Business as part of the Scottish Government's Developing Markets for Third Sector Providers programme (see annex b and [www.readyforbusiness.org.uk](http://www.readyforbusiness.org.uk)). Participation in the Partners for Change programme is currently available at no fee to one NHS Board, with this place to be allocated on a first-come-first-served basis. To reserve your Board's place on the programme or discuss how additional support can be tailored to your needs please contact Jonathan Coburn (Director, Social Value Lab) at [jonathan@socialvaluelab.org.uk](mailto:jonathan@socialvaluelab.org.uk) or on 0141 352 7419.

In addition please see [www.discoverthethirdsector.org.uk](http://www.discoverthethirdsector.org.uk)

This is a web resource providing easy access of third sector organisations and support services, developed from one of the Quality Alliance Board tasked actions to provide information for NHS boards.

### **Available Support from Partners for Change**

Additional support based on the Engagement Matrix tool is also available to NHS Boards through the **Partners for Change** programme. This national initiative is being delivered by the team at Ready for Business as part of the Scottish Government's Developing Markets for Third Sector Providers programme (see [www.readyforbusiness.org.uk](http://www.readyforbusiness.org.uk)).

Already delivering transformational results elsewhere, **Partners for Change** helps public authorities to take stock of their current relationship with the third sector, agree a shared agenda and outcomes, accelerate the development of cross-sector relationships built on trust, and quickly move from planning to action. It involves a process of relationship building and action planning that includes:

- Initial support in bringing stakeholders together and in mapping out existing relationships and engagement with the third sector.
- Three intensive half-day workshop sessions that bring together a mixed group of NHS staff with representatives from local third sector providers (up to 30 participants).
- Development of an action-oriented plan that can help your authority to get the most from its relationship with the third sector.
- Ongoing advisory and technical support to your authority (in for example, outcomes planning, the use of social clauses in public contracts, the design public social partnership models, etc.) to help deliver on agreed actions and take the next steps to partnership improvement.

Participation in the Partners for Change programme is currently available at no fee to one NHS Board, with this place to be allocated on a first-come-first-served basis. To reserve your Board's place on the programme or discuss how additional support can be tailored to your needs please contact Jonathan Coburn (Director, Social Value Lab) at [jonathan@socialvaluelab.org.uk](mailto:jonathan@socialvaluelab.org.uk) or on 0141 352 7419.

**The Quality Unit**

Planning and Quality Division

T: 0131-244 2573

E: Mark.O'Donnell@scotland.gsi.gov.uk



NHS Board Chief Executives

Copied to;  
NHS Board Third Sector Leads



11 February 2013

**THE GATHERING, 3<sup>rd</sup> SECTOR EVENT – 27 /28 FEBRUARY, SECC, GLASGOW**

I write to encourage you and your Third Sector leads to ensure your Board's strong participation at The Gathering event later this month at which Derek Feely will be a keynote speaker. For the first time the event includes a dedicated focus on third sector working with health and care. The third sector / NHS Board 'Engagement Matrix' will also be announced and a shared session on how to use it will form part of the afternoon programme on the 27th February, when Derek will speak.

The Gathering is the biggest event in Scotland for the third sector attracting up to 5,000 attendees over two days and is held at the SECC in Glasgow. The session is part of ongoing work on engaging with the third sector, as discussed with the Chief Executives in August 2012, and also relates to the Quality Alliance Board's tasking of the third sector to identify ways to strengthen mutual engagement and work with NHS boards.

The engagement matrix has been developed as an aid to mapping, strategic planning and improvement and will help to understand the nature of engagement between the third sector and each NHS Board, in topic areas as determined by each board. The matrix will be shared with all boards as part of a wider package of materials in early March.

Each Board was asked in March 2012 (see letter attached for ease of reference) to identify a named lead for strategic links with the third sector. This lead has been invited to the session on the 27th February and we ask you to actively support them, and others, to attend The Gathering event in order to learn first-hand about the benefits to your Board of the engagement matrix.

Yours sincerely

**Mark O'Donnell**

Deputy Director, Quality Unit

Head of Planning & Quality Division