


Improving social care and childcare in Wales





# Working together to make a difference: Engagement Plan 2020-2023

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## CIW Connect

CIW Connect is our first point of contact team. We provide a bilingual service for phone calls to CIW and will try where possible to provide the information, advice or assistance required.

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Alternative formats, easy read, Braille and audio, are also available on request.

Mae'r ddogfen yma hefyd ar gael yn Gymraeg.  
This document is also available in Welsh.

# Contents

<b>Foreword</b>	<b>4</b>
<b>Introduction</b>	<b>5</b>
<b>Engagement</b>	<b>6</b>
What we mean by engagement	6
Why engaging with people is important	7
What does good engagement look like?	7
Our engagement commitments	8
People we engage with	8
Role of our National Advisory Board	9
What we do now	9
<b>Our plan of action</b>	<b>11</b>
<b>Appendices</b>	<b>14</b>
• Glossary of terms	14
• National Principles for Public Engagement in Wales by Participation Cymru	15

# Foreword

I am delighted to share with you our Engagement Plan for 2020-23, which sets out our priorities and ambitions for engaging people in our work over the next three years.

As the independent regulator of social care, childcare and play in Wales, we are committed to making sure that we put people at the heart of all that we do.

Focusing on people's experiences and understanding the impact of services on their lives will help us to improve the quality and safety of services for the well-being of the people of Wales. Our ambition is to build strong and trusting relationships with people, talking with as many people as we can.

By working together, I believe we make a real difference to social care, childcare and play in Wales.



A handwritten signature in black ink that reads "G. Baranski".

**Gillian Baranski**  
Chief Inspector, CIW

# Introduction

Our strategic plan sets out our three key priorities for Care Inspectorate Wales (CIW) to ensure we are the best organisation we can be. These are:

- To be a trusted voice to influence and drive improvement.
- To consistently deliver a high quality service.
- To be highly skilled and responsive.

Our ambition is to ensure engaging with people is at the centre of helping us achieve these priorities.

We want to ensure people understand what we do, to be clear about how to contact us and about how to provide feedback about our work. We want to develop new ways of doing this so we can engage with more people. We also need to get better at letting people know how we have used their views.

To do this we want to work with people to ensure:

- ✓ People are aware of and understand our role, and know how to tell us their views.
- ✓ The views of people shape our work.
- ✓ We share our knowledge and findings to support improvement.

# Engagement

## What we mean by engagement

Engagement is the process of involving people in our work. People can be involved in lots of ways, from one-off events to long-standing relationships. They should be able to choose how and when they participate.

People may wish to become involved by simply giving their views on care services or a particular issue. Alternatively, they may seek to become more involved in project group work and policy development, for example by taking part in staff interviews and strategy groups.



## Why engaging with people is important

We regulate the following services.

- **Adult services:** care homes for adults; domiciliary support services; adult placement schemes and residential family centre services.
- **Children's services:** care homes for children; fostering services; adoption services; advocacy services; secure accommodation services.
- **Childcare and play services:** child minders; crèches; full day care; sessional day care; out of school care and open access play provision.

In addition, we inspect:

- local authority fostering and adoption services
- boarding schools
- residential special schools (boarding arrangements under 295 days)
- further education colleges accommodating students under 18.

We talk with, listen to and involve a wide range of people to find out about their experiences of these services. We think it is important people can have a say about the way social care, childcare and play services are delivered, and about how we inspect them. It is also important to get feedback about the quality of our work.

We are committed to actively offering people the opportunity to engage with us in Welsh.

## What does good engagement look like?

We met with people who have an interest in our work to discuss our approach to engagement and help us develop this plan. We talked about who, why and how we want to engage with different groups of people, building on the work we already do.

We discussed what good engagement looks like and agreed that good engagement:

- Is not a one-off event but should run through all we do
- Makes a difference
- Is clear about its purpose and people feel it is useful
- Is well planned, giving people sufficient time to contribute
- Ensures people feel listened to
- Responds to what people say
- Promotes mutual respect
- Builds trusting relationships
- Is creative, using a range of approaches
- Keeps people informed
- Makes it as easy as possible for people to take part
- Avoids jargon.

## Our engagement commitments

In delivering this plan, we pledge to embed the following commitments in how we work.

We will:

- ✓ Provide a range of opportunities for people to be involved in our work.
- ✓ Engage with as many people as we can, welcoming people from a wide range of cultures, communities, circumstances, backgrounds and ages.
- ✓ Be clear with people about the purpose of their involvement and about how we will use their contributions.
- ✓ Make sure that information about being involved in our work is easy to find and that our processes are open and understandable.
- ✓ Recognise the commitment and contribution of people we involve and ensure that we always provide feedback so that everyone feels respected and valued.
- ✓ Take action in response to people's feedback and involvement, letting them know what we have done and the difference they have made.
- ✓ Write and say things in a way that people can understand and will meet our commitment to deliver our services bilingually.
- ✓ Continuously improve our work in response to people's feedback.
- ✓ Work to the National Principles for Public Engagement In Wales.

## People we engage with

We engage with a range of people across Wales and more widely.

- People who use the services we regulate and their families/carers
- All people living in Wales with an interest in social care, childcare or play
- People who own, manage, and work in social care, childcare or play services
- Voluntary sector organisations who represent people with social care needs and their carers
- Organisations who represent people who provide social care, childcare and play service
- People who commission social care services (local authorities and the NHS)
- Other regulatory bodies such as Estyn, Audit Wales, Healthcare Inspectorate Wales, Social Care Wales, Care Inspectorate Scotland, Ofsted and the Care Quality Commission (CQC).



## Role of our National Advisory Board

Our National Advisory Board consists of members of the public, people who use services and carers as well as commissioners and providers. It represents a 'voice' for the views of families and relatives, carers, and service users, as well as the views of all people involved in care and social services.

The National Advisory Board is a core part of our engagement work. Its members provide us with a view of how well services work, how they need to improve and how we can do better in our inspection work. They help us:

- understand the things that matter to people;
- set our programme of work each year; and
- find solutions to improve services and CIW.

## What we do now

This plan aims to build on and further develop the ways we already engage with people.



# Stakeholder engagement chart

## Who we engage with

	People who use services and their families/ carers	Members of the public	People who own, manage and/or work in childcare, play and social care services	Commissioners	Voluntary sector organisations who represent people with social care needs and their carers	Organisations who support providers	National Advisory Board (NAB)	Other regulators, children's and older people's commissioners
Speak to people as part of our inspections	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Ask people to complete surveys as part of our inspections	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>
Seek feedback from providers following inspection			<input type="checkbox"/>					<input type="checkbox"/>
Involve people in development work	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hold regular provider events			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend sector / public events to raise awareness about our work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attend meetings to share information			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use social media and website to provide information and seek feedback	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publish our annual report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIW newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## How we engage

# Our plan of action

In the next section, we outline the specific actions we will take to improve how we engage people in our work and will involve people from the start in thinking about the best ways to achieve these.

Every major project in our strategic plan will include a plan about how we will engage people in taking the work forward.

We will evaluate the progress we have made in implementing this plan each year, working with the group of people who helped us to develop it and our National Advisory Board.

## Engagement outcome:

People are aware of and understand our role.

Over the next three years, we will:

- Review our website to ensure it easy to find information
- Hold annual meeting with service commissioners to share information about regulated services
- Produce and promote simple, clear and concise information that explains what good care looks like and supports people to make decisions about services
- Develop the range of tools we use to engage with people, including people who cannot communicate verbally
- Ensure information about us is available in a range of public venues and online
- Publish a wider range of materials to raise awareness and provide information about our work
- Provide easy read versions of all our key strategic documents
- Develop an engagement area on our website
- Publicise what we want people to tell us about to ensure we are alert to early indications of concern about the quality of services.

# Engagement outcome:

## The views of people shape our work.

Over the next three years, we will:

- Actively seek opportunities to engage people in our work
- Improve our feedback questionnaires
- Re-develop our website to encourage people to provide feedback about their experiences, good and bad
- Seek feedback on the format and content of Chief Inspector's annual report to inform future reports
- Continue to hold regular provider events for social care and childcare and play providers at accessible venues and times
- Seek opportunities to engage with organisations who represent people who use services or work on their behalf
- Involve people who use services/carers in our recruitment of inspectors
- Develop different ways of seeking feedback from people
- Further develop our links with the Children's Commissioner and the Older People's Commissioner
- Involve people in our work on designing and implementing ratings for adults and children's services
- Develop our website so people can leave feedback about our inspection reports
- Explore use of digital technology to share information with providers
- Develop more targeted ways of engaging with people to share information, receive feedback and help shape our work including animated videos and YouTube.

## Engagement outcome:

We share our knowledge and findings to support improvement.

Over the next three years, we will:

- Consult with childcare and play providers about descriptors for ratings
- Review how we seek feedback from statutory partners as part of our inspection process
- Involve people in our work on developing our approach to ratings
- Involve people in our review of our inspection report format
- Develop a peer scheme to involve local authority managers in our local authority inspection teams
- Hold learning events jointly with our partners to help support improvement
- Through our inspections, encourage providers to listen and act on the views and experiences of people who use their services and check on how well they do this
- Work with other organisations – particularly within the public sector– to reduce the duplication of work and share what we learn
- Develop more ways of promoting positive practice in order to support improvement
- Develop a joint 'state of the nation' report with Social Care Wales to provide an overview of the social care and childcare sector.

# Appendices

## Glossary of terms

### Explaining the language we use this plan

We have tried to make our plan clear and understandable. Some of the terms we use are explained below.

**We/Our** – this means Care Inspectorate Wales (CIW).

**Engagement** – this means knowing about what we do and taking part, or being involved in what we do.

**Social care** – these are services which support people who need help in their daily lives. Services are wide ranging and include local authority social services, care homes (living in a place with other people) and domiciliary support (care in your home), community support and activities, adoption and fostering and support for people with mental health problems, and disabled people.

**Childcare and play** – these are services registered with us to provide day care and play opportunities for children.

**Providers** – these are people involved in delivering services.

**Commissioners** – this means local authorities (councils) or health boards (NHS) who arrange social care services to meet the needs of people in their area.

**Outcomes** – the goals we want to achieve.

# NATIONAL PRINCIPLES FOR PUBLIC ENGAGEMENT IN WALES



**1 Engagement is effectively designed to make a difference**  
Engagement gives a real chance to influence policy, service design and delivery from an early stage.

**2 Encourage and enable everyone affected to be involved, if they so choose**  
The people affected by an issue or change are included in opportunities to engage as an individual or as part of a group or community, with their views both respected and valued.

**3 Engagement is planned and delivered in a timely and appropriate way**  
The engagement process is clear, communicated to everyone in a way that's easy to understand within a reasonable timescale, and the most suitable method/s for those involved is used.

**4 Work with relevant partner organisations**  
Organisations should communicate with each other and work together wherever possible to ensure that people's time is used effectively and efficiently.

**5 The information provided will be jargon free, appropriate and understandable**  
People are well placed to take part in the engagement process because they have easy access to relevant information that is tailored to meet their needs.

**6 Make it easier for people to take part**  
People can engage easily because any barriers for different groups of people are identified and addressed.

**7 Enable people to take part effectively**  
Engagement processes should try to develop the skills, knowledge and confidence of all participants.

**8 Engagement is given the right resources and support to be effective**  
Appropriate training, guidance and support are provided to enable all participants to effectively engage, including both community participants and staff.

**9 People are told the impact of their contribution**  
Timely feedback is given to all participants about the views they expressed and the decisions or actions taken as a result; methods and form of feedback should take account of participants' preferences.

**10 Learn and share lessons to improve the process of engagement**  
People's experience of the process of engagement should be monitored and evaluated to measure its success in engaging people and the effectiveness of their participation; lessons should be shared and applied in future engagements.

These Principles were developed by Participation Cymru working with TPAS Cymru, under the guidance of the Participation Cymru partnership. Endorsed by The First Minister of Wales, The Right Hon. Carwyn Jones AM on behalf of the Welsh Government.

Further guidance on the National Principles can be found at

[www.participationcymru.org.uk](http://www.participationcymru.org.uk)

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**Participation**  
Cymru



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