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institute for excellence

Exploring and understanding Stakeholder Engagement

Accelerated Reform Fund (ARF)
Online learning workshop - July 2024

Before we start...

Introductory video to the ARF

Accelerating Reform Fund programme - SCIE

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Home / Innovation / Accelerating Reform Fund programme

Accelerating Reform Fund

The Department for Health and Social Care (DHSC) has launched a £42.6 million Accelerating Reform Fund (ARF) to boost the quality and accessibility of adult social care by supporting innovation and scaling, and kickstarting a change in services to support unpaid carers.


Last updated: 24 April 2024

About the fundOur involvementWhat's nextNewsFAQsContact

About the fund

The Accelerating Reform Fund (ARF) focuses on embedding and scaling approaches to transform care and support including for unpaid carers, who play such a vital, selfless role in our society. This will accelerate progress towards the government's social care vision where people have choice, control and support to live independent lives, and where care and support is of outstanding quality and is provided in a fair, accessible way.

Local authorities have registered their interest with the DHSC, in partnership with others, in their integrated care systems, to fund local innovation projects. They are expected to work collaboratively with others such as the NHS, care providers, voluntary and community sector groups, including unpaid carers. The ARF is supporting at least two projects per region, one of which will focus on unpaid carers, and consider co-production with both care recipients and unpaid carers, ensuring they are inclusive of local diverse needs.



Stakeholder Engagement and the ARF

An ARF project aims to enhance the engagement and co-production of the carers action plan by involving unpaid carers, especially rarely heard ones, to improve support services and communication.

The objectives are:

- Refine the engagement approach to be more outcome-focused.
- Develop methods to incorporate the voices of underrepresented carers.

The goal is to create a sustainable co-production model that informs future commissioning decisions.

What strategies can we implement to effectively reach and incorporate the voices of underrepresented carers, and how can we sustain their involvement over time?

Key things to consider: Identifying Stakeholders

Stakeholder Identification process:

- Brainstorming sessions
- Research and data collection
- Stakeholder mapping tools (persona mapping, power-interest matrix)
- Identification workshops
- Rapid listing
- Group mind maps



Categories of Stakeholders:

Internal:

- Employees
- Management
- Board members

External:

- Customers
- Suppliers and vendors
- Investors and shareholders
- Local communities
- Regulators
- Governmental entities

Breakout room: Identifying Stakeholders

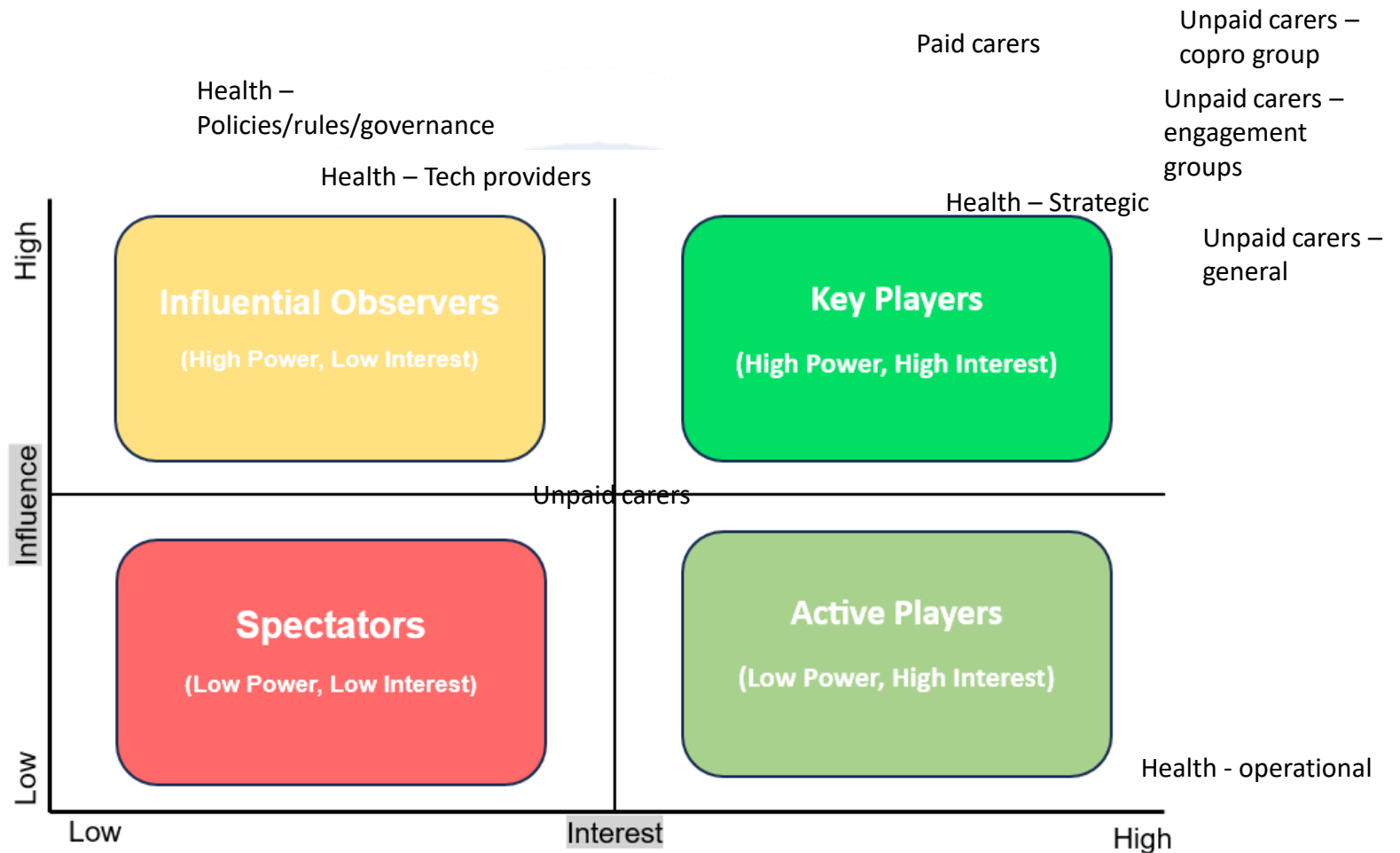


An ARF project aims to support carers, promote health and wellbeing, integrate digital solutions and foster stakeholder engagement to optimise support services and community engagement. The goal is to introduce a carers card which allows identification of unpaid carers, connects them to support and enables prevention strategies.



20 Mins

Breakout room: Identifying Stakeholders



20 Mins

Key things to consider: Stakeholder Analysis

Understanding Stakeholder Needs and Expectations

Gather information about stakeholders **needs, expectations, concerns and interests** through the identification process.

Understand how stakeholders operate.

Stakeholder Analysis Frameworks:

Mendelow Matrix

Stakeholder Radar

RACI-X Chart



Have Clear Objectives and Goals

Define engagement objectives:

Clearly articulate the **purpose** and **desired outcomes** of stakeholder engagement.

Set measurable goals:

Establish SMART goals for engagement activities.

S – SPECIFIC

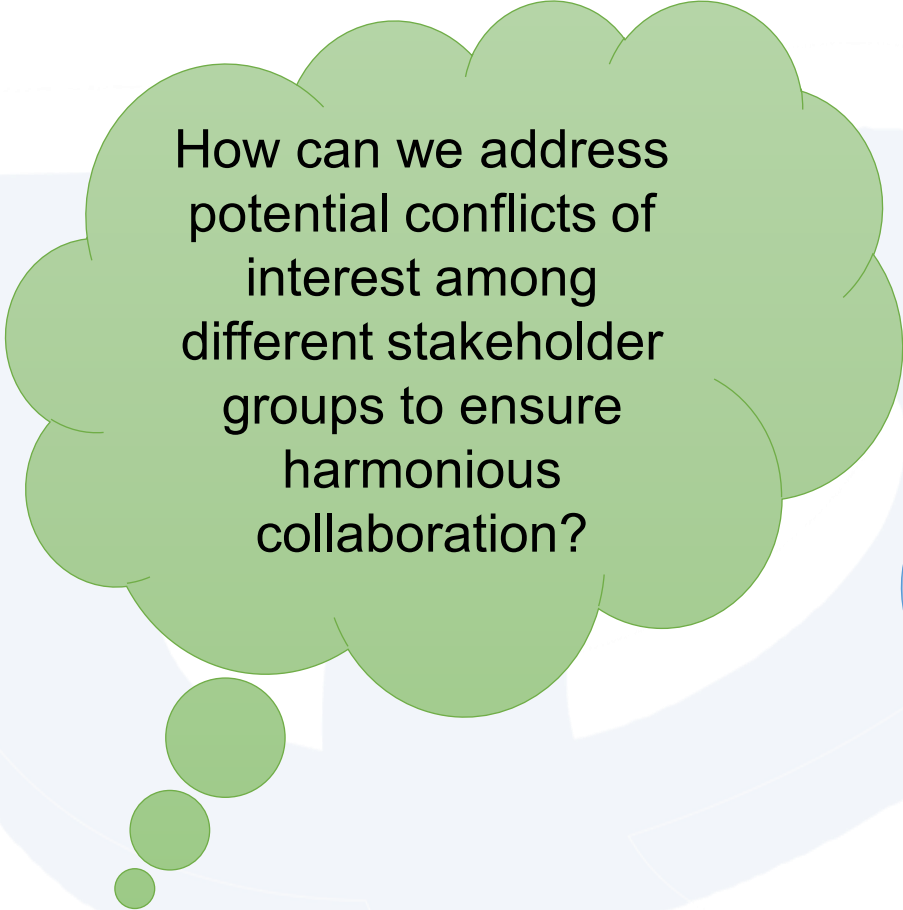
M – MEASUREABLE

A – ACHIEVEABLE

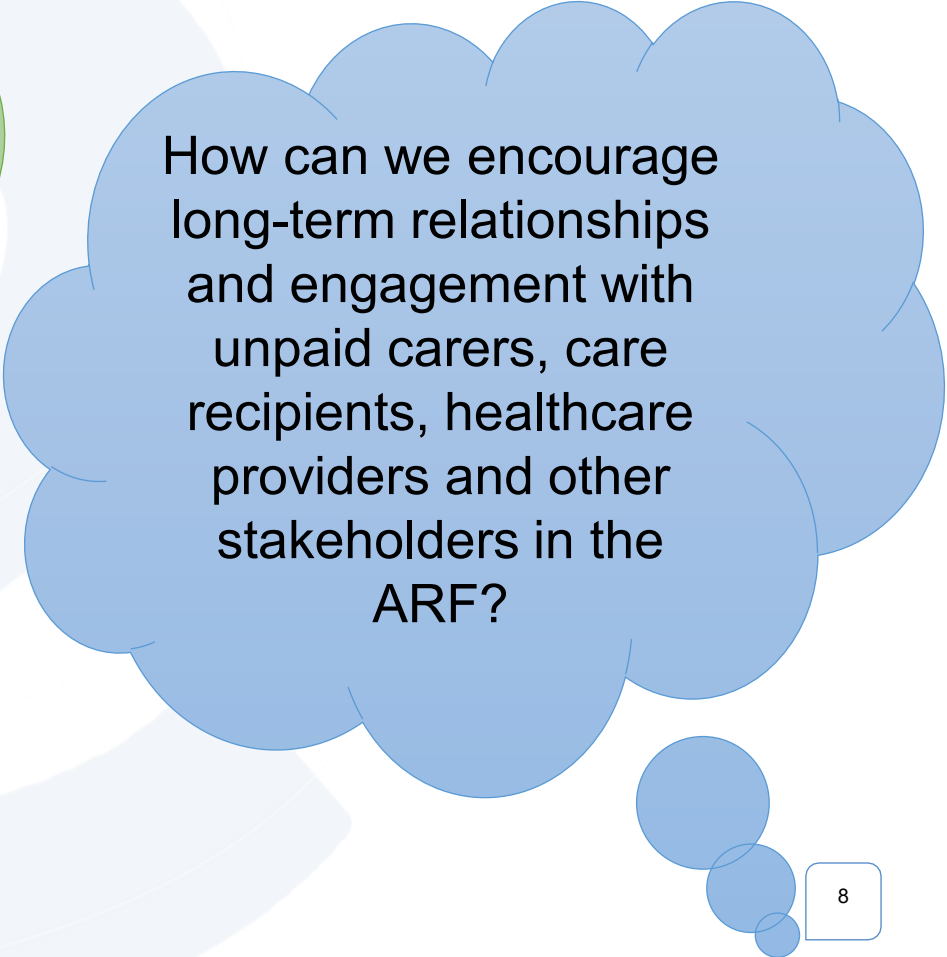
R – RELEVANT

T – TIME-BOUND

Reflective questions – risks & prevention



How can we address potential conflicts of interest among different stakeholder groups to ensure harmonious collaboration?



How can we encourage long-term relationships and engagement with unpaid carers, care recipients, healthcare providers and other stakeholders in the ARF?

Key things to consider: Implementing Stakeholder Engagement

Develop an Engagement plan (Communication Strategy):

- Use the SMART goals
- Tailor communication strategies
- Have engagement activities and their timelines

Use a range of communication channels:

- Email
- Meetings
- Newsletters
- Social Media
- Webinars



Participation and Involvement:

Encourage stakeholders to participate in the decision-making.

Stakeholder engagement is an **ongoing process** rather than a one-time effort. **Maintain regular interactions** and **build long-term partnerships** based on **trust** and **respect**.

Use **feedback loops** to provide stakeholders the opportunity to give feedback. **Encourage transparency** and **honesty** so concerns can be addressed.



The NHS guidance has a guidance called;
[“Working in Partnership with People and Communities: Statutory Guidance”](#).

The guidance covers:

- Identifying stakeholders
- Types of engagement
- Implementation & maintenance
- Building partnerships
- Legal & policy framework

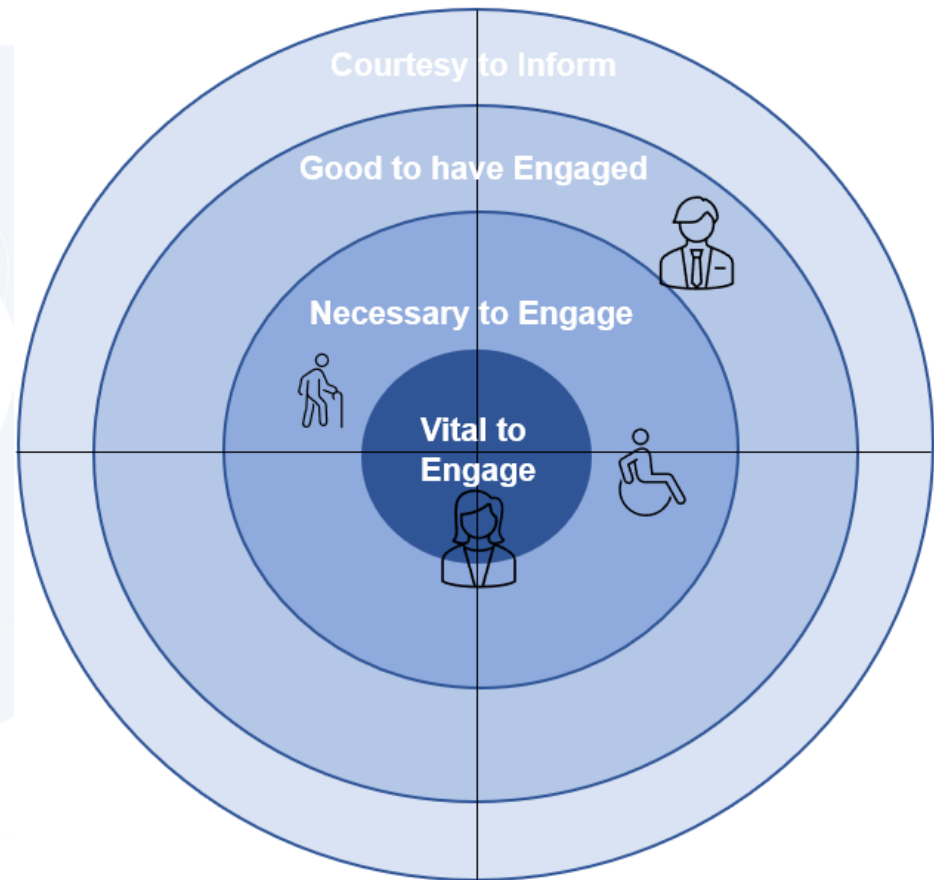
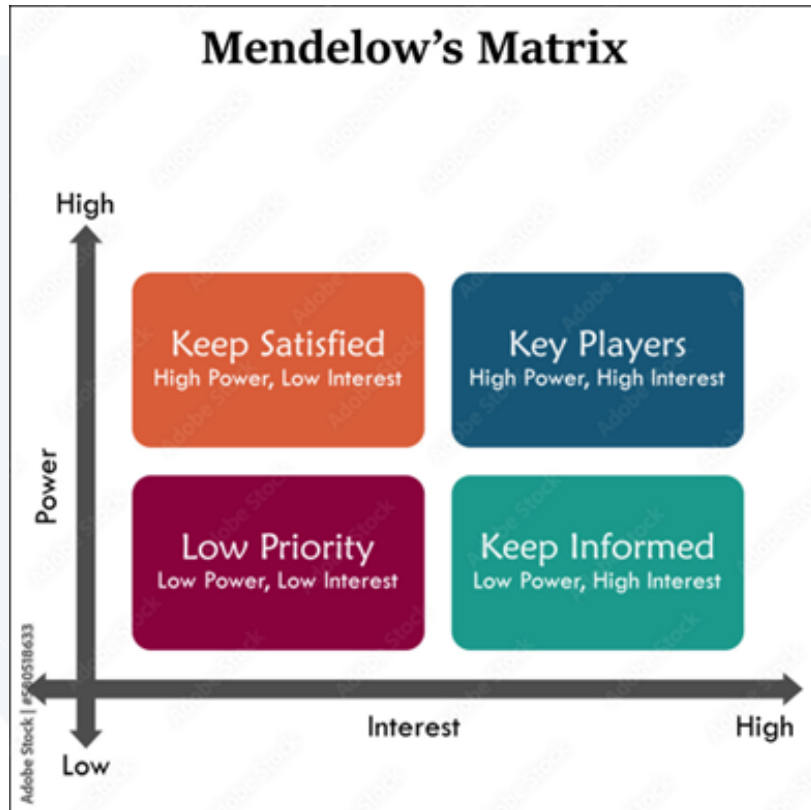


Royal Cornwall Hospitals Trust’s published
[“Stakeholder Engagement and Involvement Strategy”](#)
document.

This document includes:

- Their approach to stakeholder engagement
- Objectives
- Identifying stakeholders
- Engagement methods
- Implementation planning
- Monitoring & evaluating

Stakeholder Map and Stakeholder Radar



Stakeholder Engagement Plan - Template

BASIC STAKEHOLDER ENGAGEMENT PLAN EXAMPLE

Try Smartsheet for FREE

PROJECT
NAME

Urban Park Renovation

PROJECT
DESCRIPTION

This project aims to revitalize an existing urban park by improving its recreational facilities, enhancing its green spaces, upgrading its playgrounds, and improving its walking paths and lighting.

Stakeholder	Area(s) of Interest	Project Phase(s)	Engagement Approach	Engagement Method	Frequency
City Residents	Safety and Accessibility	Planning, Execution, Closure	Inclusive: Request their input and feedback.	Social Media Posts	Weekly
Environmental Groups	Green Space Preservation and Sustainable Design	Initiation, Planning	Consultative: Seek their expertise.	Emails	Monthly
Department of Parks & Recreation	Maintenance, Operation, and Compliance	Initiation, Planning, Execution	Partnership-Oriented: Work to ensure the park's long-term viability.	Phone Calls	Biweekly
Construction Contractors	Budget and Quality Assurance	Planning, Execution, Closure	Collaborative: Work closely to ensure a successful execution.	In-Person Meetings	Weekly

[Smartsheet.com](https://www.smartsheet.com) have a range of stakeholder engagement templates to use.

Three key points to remember

Better decision-making = better results

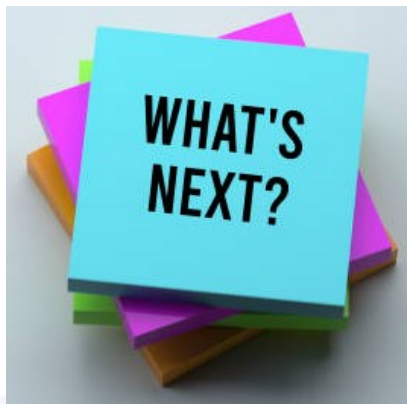
Engagement bring diverse perspectives, expertise and experiences. Leading to more informed and balanced decision-making.

Build trust & ownership

Active engagement fosters trust and strengthens relationships.

Identify and mitigate risks

Early and continuous engagement helps identify potential risks and issues before they escalate.



innovation@scie.org.uk

SCIE – We will send a survey to understand what has gone well and what we can do better

arfevaluation@ipsosresearch.com

Ipsos - Ipsos will be conducting surveys and interviews with relevant stakeholders to evaluate the programme's processes and emerging impacts.

The slides, key message and identified tools will be uploaded to SCIE's website



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Thank you

For more information please visit

www.scie.org.uk (ARF) or email

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www.scie.org.uk

