

Northern Ireland

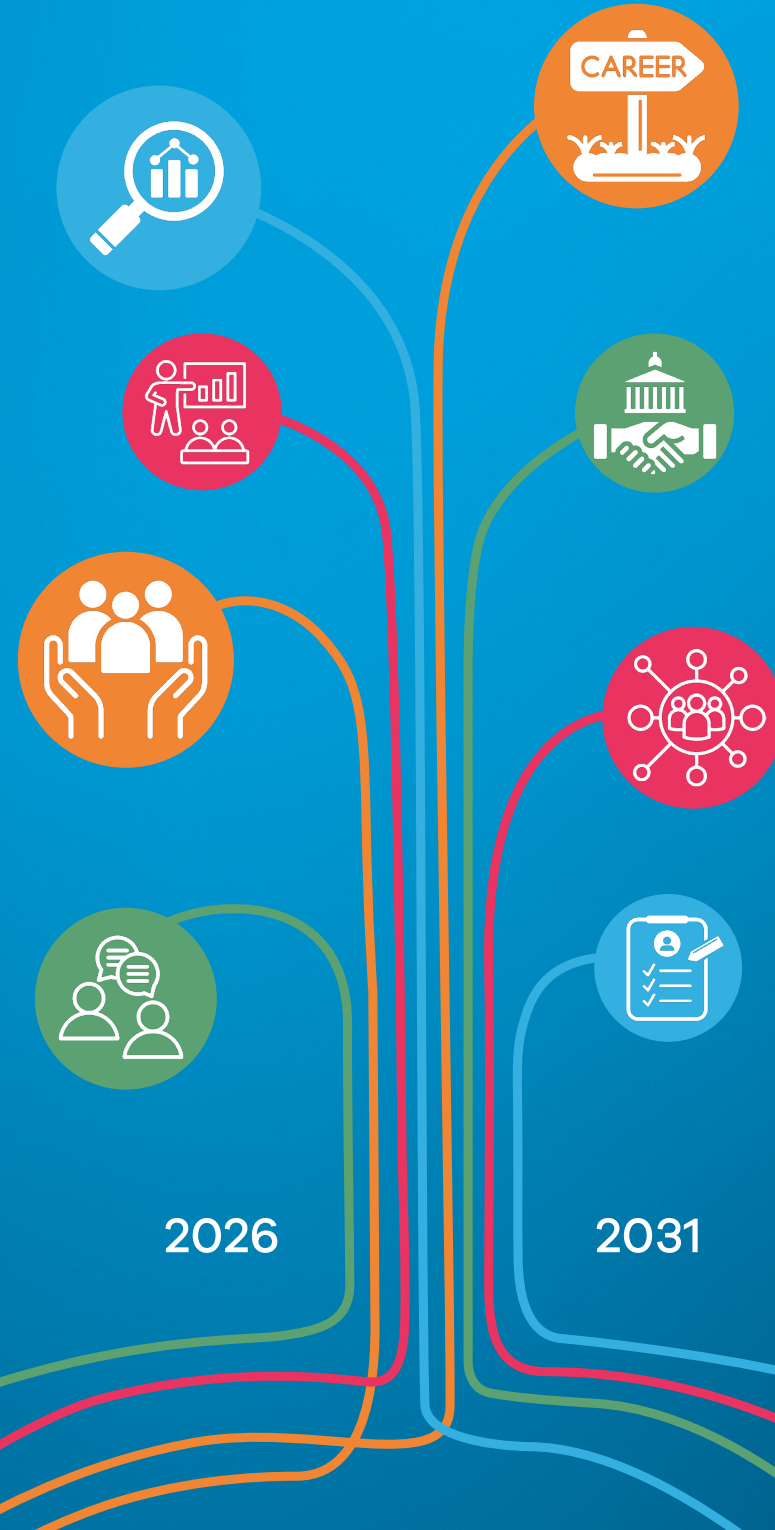
**Social**

**Care**

**Council**

# Engaging together. Making a difference.

## Engagement Strategy

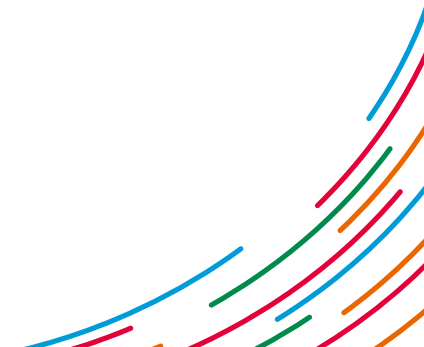


2026

2031

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# 1. Introduction and foreword



The Northern Ireland Social Care Council (the Social Care Council) is the regulator of the social work and social care workforce in Northern Ireland.

We know that enacting our statutory and legislative responsibilities, under the *Health and Personal Social Services Act (Northern Ireland) 2001*, of setting and upholding standards requires raising awareness, partnering, sharing knowledge and motivating people to value the regulation of the social care and social work workforce.

These responsibilities include:

- Maintaining a Public Facing Register (the Register) of social workers and social care practitioners in Northern Ireland (over 49,000 registrants).
- Setting standards for social workers and social care practitioners for their conduct, training and practice, including fitness to practise.
- Setting standards for and regulating social work education and training in Northern Ireland.

We recognise that being an effective regulator requires strong relationships and that collaborating with others leads to better outcomes.

<sup>1</sup> *Principles that underpin right-touch regulation, Right-touch regulation*, Professional Standards Authority.  
See: [professionalstandards.org.uk/improving-regulation/right-touch-regulation](https://professionalstandards.org.uk/improving-regulation/right-touch-regulation).

This is reflected in our model of regulation, our vision and values. The three inter-related pillars of our regulatory model, Standards, Regulation and Workforce Development, combine to support improvement in the quality and safety of social work and social care services delivered to those in need. The foundation of this approach in partnership so engaging in a meaningful way is fundamentally important to the Social Care Council.

We ensure our engagement with stakeholders reflects our values of **respect, integrity, partnership** and **excellence**. This means being open, honest and inclusive in our engagements with others within the parameters of our legal framework. We must also be responsive to the evolving understanding of our role as a regulator.

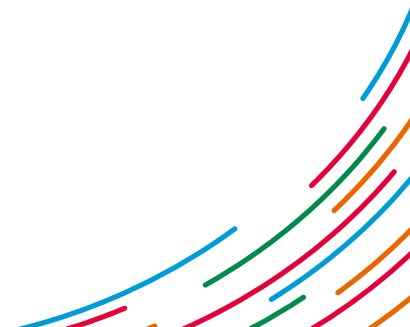
The principles and commitments set out in this Engagement Strategy (the Strategy) reflect our commitment to meeting our regulatory responsibilities through accessible engagement with the public, social workers and social care practitioners, employers, leaders, partners and other stakeholders, have of the regulator.

This Strategy is a key document, describing these ambitions and developing our engagement ambitions as a proportionate, transparent, consistent, accountable and agile<sup>1</sup>, social work and social care workforce regulator for the Northern Ireland.

I thank all those who have contributed to its development and look forward to delivering on its promise with you.

*Tracy Reid*  
**Chief Executive,  
Social Care Council**

A handwritten signature in black ink, appearing to read 'Tracy Reid', positioned to the right of the printed name and title.



## 2. Value statement

The Social Care Council's Engagement Strategy (the Strategy) covers the period 2026-2030 and describes our approach to how we engage with our registrants, those who use services, their carers and stakeholders with an interest in our work.

Engagement is at the centre of all we do. The engagement approach outlined in this document captures this and builds upon it, to strengthen that commitment further. It is a result of extensive stakeholder discussions and feedback, and is set against the purpose, vision, values and ambitions outlined in our Strategic Plans and annual Business Plans.

The work we do is underpinned by collaboration and partnership and to do this we need to build relationships with all those we engage with, or who engage with us, with an aim to **inform, connect and consult, involve and support, collaborate and empower our stakeholders** to have a voice reflected in all that we do.



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### This Strategy:

- demonstrates our commitment to a **set of principles to guide our engagement approach**, defining what stakeholders can expect of us, what we expect of ourselves and what we expect of those who engage with us
- provides a **framework explaining** how we deliver our regulatory responsibilities
- outlines the **ways in which we engage** with our registrants, employers, those who use services, carers, and others, to deliver our work over our next strategic planning period, and
- **evaluates the success** of our engagement work.

We have always understood that that building relationships and developing trust takes time. This Strategy reinforces this existing approach by:

- guiding strategic engagement through respectful relationships,
- contributing to our statutory regulatory responsibilities, and
- committing time and resources to work closely with our stakeholders and with the community (those who use services, carers, and the public).

## 3. Engagement with us

The role of the Social Care Council is to regulate the social work and social care workforce and social work education and training. Through our statutory functions we support safety, quality and improvement in social work and social care, and promote continuous professional development, supporting the workforce to improve outcomes for those accessing social work and social care services.

### **We are responsible for:**

- *Protecting the people who use services:* We do this by delivering effective workforce regulation and maintaining a register of Northern Ireland's 49,000 social workers and social care practitioners.
- *Raising standards of practice:* We do this by setting standards for social workers, and social care practitioners for their conduct, training, and practice, and standards of conduct for social work students.
- *Strengthening and supporting the professionalism of the workforce:* We do this by setting standards for and regulating social work qualifying and post-qualifying education and training in Northern Ireland.
- *Delivering Systems Leadership:* We do this by promoting the importance of the Social Work Profession and the Social Care Workforce and working in partnership to provide leadership across social work and social care to support transformation of services.

We work with those who use services and carers, registrants, employers, government and other key stakeholders, to ensure the right practice standards, learning and development opportunities are in place to support safe and effective practice.

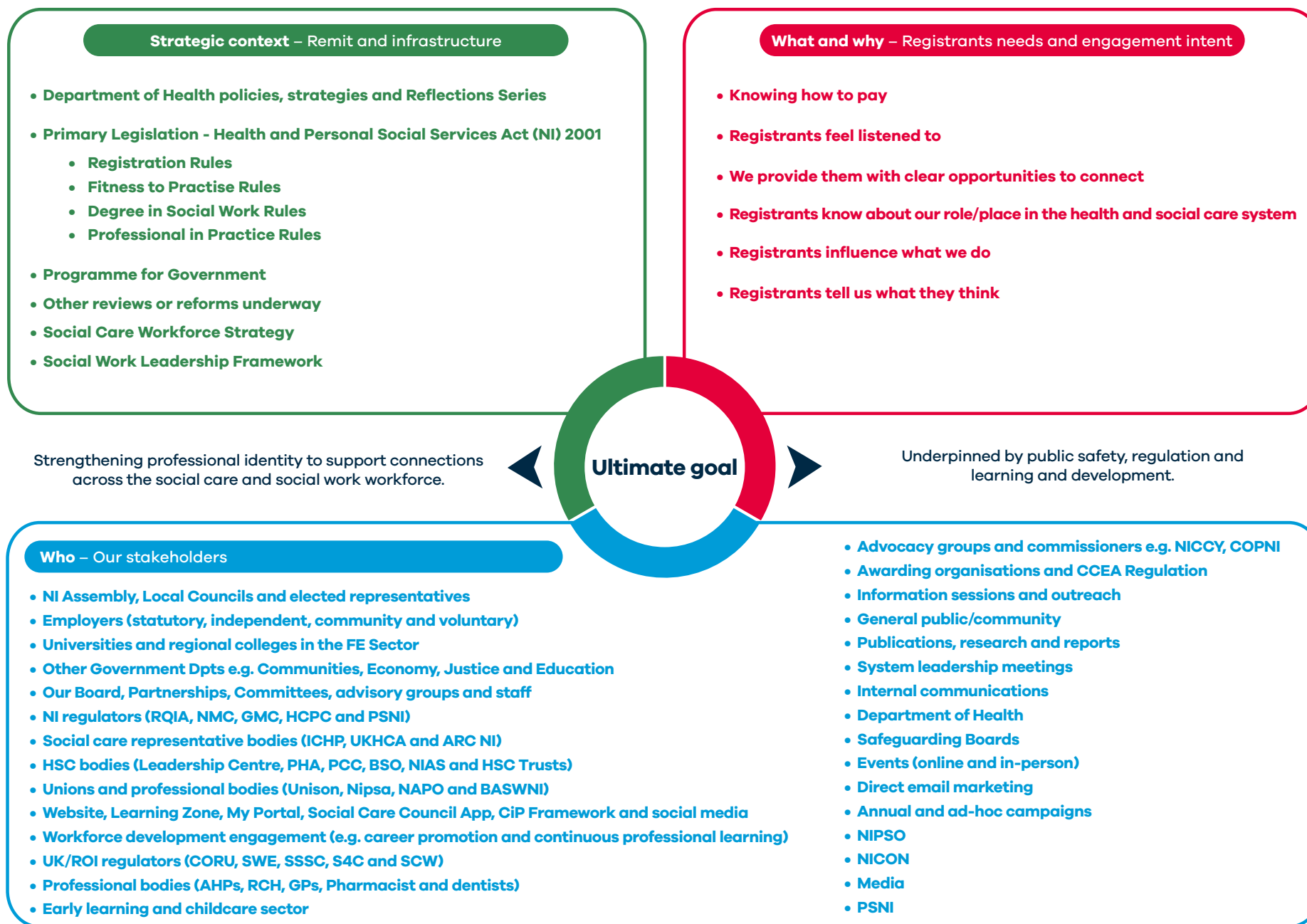
### **3.1 How we got here**

In defining what we mean by engagement, we recognise that we are not at the starting point of developing an engagement approach. Several core engagement mechanisms have already been established and are working well. We work closely with registrants, leaders and employers, and have embedded those who use services, carers and families in our partnership approach. We also engage widely beyond these and will continue to do so.

During 2023 and 2024, we completed discussions and consultations with stakeholders, partnerships, advisory groups, our Social Care Council Board and staff. We completed a piece of social research (both qualitative and quantitative) with registrants called 'Ensuring our engagement, is your engagement' with key themes identified. One outcome from this led to the cessation of the Registrants' Forum and consideration of an alternative model to ensure more effective engagement. It was also evident that an Engagement Strategy would help to inform our future engagement approach.

Figure 1 shows our stakeholder framework which summaries our engagement landscape and demonstrates a wide-reaching range of contexts in which we engage with stakeholders. It reflects the delivery of our regulatory functions that collectively support engagement which is taking place on an ongoing basis, often driven by policy and procedural requirements, as well as in the spirit of collaboration, partnership and innovation.

**Figure 1: Stakeholder framework**



### 3.2 Types of engagement and our commitment to it

To deliver our work we facilitate many engagement opportunities, from providing input and expertise to reform agendas, to establishing supportive environments for partnership working to flourish, information to be shared and innovation to grow.

The type and frequency of engagement varies across the different work we deliver, the stage of development, and level of interest from stakeholders and their needs, and may evolve at a different pace depending on our stakeholders and our regulatory responsibilities.

See Appendix, Table 1, for a more detailed breakdown which captures our engagement commitments to our stakeholders and the varying types of engagement we may use. It has been informed by the *IAP2 Spectrum of Public Participation*, adapted for our engagement approach<sup>2</sup>.



<sup>2</sup> Adapted from the International Association of Public Participation, IAP2, See: [iap2.org/page/SpectrumEvolution](http://iap2.org/page/SpectrumEvolution).

**Figure 2: Our engagement spectrum**





### 3.3 People we engage with

Social work and social care professional regulation and social work education extends a reach across health and social care, education, justice, and community and voluntary and independent sectors service delivery and therefore reaches many stakeholders.

The structure of our Board and its sub-committees<sup>3</sup> provide formal structures to support collaboration and engagement across the breath of our statutory functions and are reflected in the themes below.

The people we engage with can be grouped into the following categories across our functions and statutory obligations:

- *Registrant engagement* – the registered workforce – social workers, social work students, social care practitioners and social care managers and those who may join the work force in the future through career promotion .
- *Employer engagement* – all those who employ social workers and social care practitioners across all sectors.
- *Education and learning engagement* – With Higher and Further Education Institutions (HFEI), awarding organisation, training providers, employers and other regulators to maintain standards in education and training.

- *Evidence, research and data engagement* – to influence and guide the social work and social care research agenda with practitioners, managers, academia, across sectors and those with lived experience as a service user or carer.
- *Partner engagement* – includes our established partnerships and sub-committees of the Board (listed below), advisory groups, other health and social care, education, justice, community and voluntary and independent sector organisations, other regulators and professional bodies, service providers and regional, national and international partners.
- *Policy engagement* – includes all those stakeholders who are important for system leadership across sectors and/or in a policy influencing role, including government departments, political representatives, advocacy groups, unions and other arm's length bodies.
- *Community engagement* – includes the public, those who use services, carers and the media.
- *Internal engagement* – includes all internal facing engagement with staff at all levels within the organisation, Social Care Council Board and Committees, and externally with how we promote ourselves as an attractive workplace.

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<sup>3</sup> Board Committees and Partnerships, See: [nisc.info/committees-and-partnerships](https://nisc.info/committees-and-partnerships).

**Figure 3: Our partner engagement approach**



## 4. Our engagement principles

The Social Care Council will develop and deliver its work through engagement that is informed by the following principles:



### **Accessibility**

It is easy to engage with us and we are an accessible organisation.



### **Openness**

We are open, honest and transparent in how we engage and seek feedback and insight, and change our approach where possible.



### **One size does not fit all**

We recognise that not one type of engagement suits everyone. Our engagement activity reflects this by strengthening opportunities for involvement, and by being broad and nimble to ensure it is timely, meaningful, effective, ongoing and measurable.



### **Meet people where they are at**

Our engagement is two-way, and we are approachable, bringing people together, ensuring we empower others to influence our work to the benefit of the community. This also includes removing challenges if they occur.



### **Opportunities for all**

We are inclusive when we engage and take the time to consider the entire community in our work, building a community of belonging, whilst continually evaluating how inclusive we are and improving our approach and outcomes.



### **Timeliness**

We engage early and constructively, managing expectations considering legislative, resource and budget restraints. This also includes clear tailored communication, getting feedback, listening to different points of view and how people feel.

## 5. Our commitments

Much of what is reflected in the following commitments has already seen significant progress aligned to our Strategic Plan and annual business plan ambitions.

Activities have also been taken forward after preliminary consultation about creating an Engagement Strategy with our Board, staff and partnerships, social research as part of our registrants' engagement, and is influenced by our work as a regulator and the resources available to us.

However, this Strategy also gives us the opportunity to determine opportunities for improvement, and where we have a responsibility to ensure a clear line of sight of our work with our stakeholders.

### Principle: Accessibility

**It is easy to engage with us and we are an accessible organisation.**

#### Through:

- Including accessibility as a priority as part of annual business plans and strategic planning cycles.
- Considering technological advancements to address barriers and requirements for legal compliance are met.
- Ensuring people can access and understand our information and receive the support they need to engage with us.
- Closing the accessibility knowledge gap by staff at all levels having the skills, resources and competencies in accessibility they need to engage effectively.
- Ensuring we are accessible for all, especially those harder to reach.
- Practising good plain language and literacy practices, including lowering the literacy barrier.

#### Could include related activities like:

- Provide accessibility and inclusion training to all staff and demonstrate impact.
- Ensure plain language is built into standards and guidelines, with regular reviews of documents and correspondence, and production of easy-read versions.
- Raise awareness of the benefits of regulation to people who provide services, deliver services and most importantly, people who receive and use services e.g. the Learning Zone, public protection etc.
- Update our Accessibility Statement to accurately reflect how we manage accessibility.
- Establish key performance indicators around producing more accessible materials and events.
- Produce a style guide for staff to improve the standard of plain language skills.
- Work with the Participation Partnership, encourage participation by building links with service user, carer and family involvement parts of the sectors in which we work.

## Principle: Openness

**We are open, honest and transparent in how we engage and seek feedback and insight, and change our approach where possible.**

### Through:

- Showing stakeholders that we will do the right thing. This includes providing the appropriate information to ensure they understand our role as a regulator and what we require from them.
- Being clear about how our stakeholders can and cannot influence the work that we do, and offer opportunities for them to do so in a meaningful and equitable way.
- Closing the loop by seeking views from diverse stakeholders, revisiting what we hear to ensure we have correctly interpreted it and explaining how we considered their input and when change can't be made, we will let them know why.
- Ensuring our leaders are visible and provide access for our stakeholders to engage with them.

### Could include related activities like:

- Continue to improve our digital content by applying good website design, plain language principles and removing unnecessary jargon.
- Continue to grow the engagement expertise of our key partnerships and advisory groups. Expectations will be communicated clearly regarding the level of influence and ownership members have.
- Profile our work and our partnerships to increase awareness of the work they do and encourage membership if required.
- Close the loop by creating a dedicated consultation page on the website to include open consultations, pending, and outcomes.
- Continue to share key engagement activities, follow up actions and outcomes in our Annual Report.
- Publish reports about our work and engagement activity including data, research, reviews and core publications and share widely.
- Improve our engagement data by identifying methods of tracking engagement, key measures and establishing key performance indicators.

## Principle: One size does not fit all

**We recognise that not one type of engagement suits everyone. Our engagement activity reflects this by strengthening opportunities for involvement, and by being broad and nimble to ensure it is timely, meaningful, effective, ongoing and measurable.**

### Through:

- Embracing the question 'did we get it right?' with our stakeholders, and extending this to involving them in developing ideas and solutions.
- Recognising different issues and different stakeholders will lend themselves to different methods of engagement.
- Continuing to build and sustain relational, not just transactional partnerships.
- Filtering out approaches that no longer work, and instead getting on the front foot by taking the time to include what our stakeholders need.
- Sustaining, supporting and growing partnerships of the Social Care Council Board to build rapport with stakeholders.
- Continuing to resource appropriate engagement activities to ensure stakeholders are able to engage with us about key regulatory changes and developments.
- Reflecting the strategic direction of health and social care delivery including early intervention, a focus on health inequalities and the neighbourhood model of care.

### Could include related activities like:

- Apply an adaptive approach to engagement, evaluate by seeking feedback, whereby we acknowledge if an approach is not working (e.g. interest and participation is low), and then try a different approach.
- Establish two new registrant engagement mechanisms, one for social work and one for social care<sup>4</sup>.

- Create a *Digital Learning Strategy* that aims to develop digital capability of the workforce, through evidence informed design, delivery and evaluation that ensures consistency, quality, innovation, inclusion and accessibility and supports continuous professional learning.
- Build the Social Care Council App as a central engagement mechanism to inform stakeholders with tailored updates and provide opportunities to increase collaboration and enable feedback.
- Inform stakeholders about updates involving digital transformation and provide opportunities to increase collaboration and enable feedback.
- Complete user journey mapping which will inform how we design our future systems and processes.
- Embed service user, carer and family engagement throughout the organisation by co-producing with the Participation Partnerships a public stakeholder forum where the public are invited to engage with the regulator.
- Produce communications actions for large-scale programmes of work, including proactively identifying opportunities with the media to improve our reach with stakeholder audiences.
- Continue to share information in diverse ways including podcasts, digital campaigns, direct mail, social media, printed and promotional materials and video.
- Continue to collaborate at the Department of Health level to contribute to systems leadership through active membership of strategic fora on workforce development and to deliver neighbourhood models of care.

<sup>4</sup> Note: The Social Work Registrant Engagement Group was established in 2024. The social care mechanism will be scoped during 2025/26.

## Principle: Meet people where they are at

**Our engagement is two-way, and we are approachable and respectful, bringing people together, ensuring we empower others to influence our work to the benefit of the community. This also includes removing challenges if they occur.**

### Through:

- Ensuring engagement is meaningful and consider place, diversity and accessibility that enables participation from all our stakeholders.
- Ensuring our engagement is pitched at the right level for the people we are engaging with and adapt if required to meet their needs, capacity and expectations. It is designed with them and not for them in isolation.
- Expanding beyond the current activities to develop new opportunities for directly engaging with registrants; continuing to explore opportunities for coproduction.
- Valuing lived experience, recognising in particular those who use services, carers and registrants as equals and experts.
- Improving staff, Board, Partnership and Committee member awareness and participation in Social Care Council activities and programs of work.
- Building on internal communications and engagement, support staff, Board, Partnership and Committee members to feel informed and empowered.

### Could include related activities like:

- Support existing engagement, including podcasts, promotional campaigns, public forums and registrant listening events.
- Establish two new registrant engagement mechanisms, one for social work and one for social care, designed on a participatory model. These will act as consultative groups and critical friends, bringing authentic voices, support and challenge to all the work that we do on behalf of them and the public.
- In consultation with the Participation Partnership progress development of resources to inform the public about the Social Care Council.
- Build in the voice of social work students across our engagement groups and mechanisms and continue to support the Regional Promotion of the Degree Social Work Group, with the involvement of Degree and practice learning providers.
- Continue to design engagement activities to increase the awareness, understanding, usage and embedding of the Care in Practice Framework (the CiP Framework) with social care practitioners, managers and/or employers.
- Design Professional in Practice Framework (the PiP Framework) engagement approaches where feedback is convenient and relevant for PiP stakeholders and good practice can be shared.
- Deliver the quarterly Knowledge Exchange and Evidence Newsletter to support information sharing about social work and social care research and evidence.
- Staff engagement is addressed separately in detail through the development and implementation of an Internal Communications Plan and a People plan.
- Increasing our profile with employers by providing advice and signposts to their own staff on how to access and engage with us.

## Principle: Opportunities for all

**We are inclusive when we engage and take the time to consider the entire community in our work, building a community of belonging, whilst continually evaluating how inclusive we are and improving our approach and outcomes.**

### Through:

- Delivering services that are appropriate, respectful and meet the diverse needs of registrants, employers, those who use services and carers.
- Ensuring our engagement meets the cultural, social, emotional, psychological and physical needs of all our stakeholders.
- Communicating in a way that is open, respectful and understood, and builds value in every stakeholder and staff interaction.
- Supporting and empowering stakeholders to be active participants and work in partnership with the Social Care Council.
- Influencing and supporting a more inclusive workforce both for ourselves and the sector.
- Being a safe regulator for all registrants and members of the community, by playing our part in combatting health and social care inequalities and access to safe care.
- Building listening to people from diverse communities responding to racism and promoting inclusion into our regulatory work, with guidance from our Partnerships.

### Could include related activities like:

- Encourage diversity within the social care and social work profession through our careers promotion and campaigns.
- Review resources available for Internationally Qualified Social Workers, and international social care practitioners applying for registration, to ensure they are accessible and easily understood.
- Support the equality, diversity and inclusivity of the social work and social care workforce by establishing baseline datasets.
- Discover what our experiences are of diversity and inclusion to produce an evidence informed equality, diversity and inclusion programme and supporting delivery of our Equality and Disability Action Plans.
- Increase the diversity of representation on our Board, Committees, Partnerships and Advisory Groups.
- Continue to collaborate with the Department of Health (DoH) and sector leaders to better support social care and social work workforces when subjected to racism and/or other forms of discrimination.



## Principle: Timeliness

**We engage early and constructively, managing expectations considering legislative, resource and budget restraints. This also includes clear tailored communication, getting feedback, listening to different points of view and how people feel.**

### Through:

- Delivering reliable and equitable access to the Social Care Council for all stakeholders in the right place and at the right time.
- Clearly identifying and explaining our engagement processes, and negotiate with stakeholders, where possible, as to timelines. This includes response times for information requests or feedback.
- Supporting anyone raising a concern with the Social Care Council through our referral process to navigate the system.
- Enabling stakeholders to participate in our events, consultations and planning by giving them adequate notice and by meeting their needs in the most appropriate way.
- Understanding and addressing the barriers that impact stakeholders' engagement with us.

### Could include related activities like:

- Reviewing the information on our website to include clear and accurate statements on how long processes take when engaging in our statutory functions, such as registration and fitness to practice.
- Committee hearing services, registration and fitness to practice deliver services in an effective, professional and timely manner, achieving agreed Key Performance Indicators (KPIs).
- Establish and produce a biannual Social Care Council e-newsletter for all stakeholders.
- Support regular awareness of core business functions that have an external audience e.g. the Learning Zone, Lunchtime Seminars, research opportunities and others.
- Producing information e.g. factsheets, guidance and FAQ well in advance of a change and/or policy development.

## 6. How this strategy will be put into practice

The cornerstone of good engagement is the ability to communicate well to a range of audiences and to adopt a flexible approach when required.

This Engagement Strategy will be applied across all levels and functions of our work, and will complement existing guidance documents and strategies. It is not designed to replace them, but help guide their delivery.

We recognise we may not always be able to be as proactive or two-way in our engagement as we, or our stakeholders, would like. In these cases, we will be clear about these limitations.

This Strategy gives an overview of areas of focus for each principle and proposed activities. This is not exhaustive.

An Implementation Plan will be produced to support a phased approach to commitment delivery, and set out the pace of change for mid to long term commitments, which will continue to evolve as this Strategy progresses.



## 7. Risks and how we manage them

Engaging with our stakeholders can have varying levels of risk challenges. This can be addressed as part of our organisational approach to risk identification, oversight and management.

Some potential challenges, alongside mitigation strategies, are identified below.

Potential risk	Mitigation
Different understanding of the Social Care Council's engagement approach and different expectations about the outcomes of the engagement process.	Involve stakeholders in defining the purpose of the engagement and outcome expectations early. Have mechanism by which issues can be raised.
Feeling excluded from the process, for example, may be unable to attend engagement activities due to geographical location.	Offer modified models of engagement including online and utilising new and emerging technologies. Use existing forums stakeholders may participate in as platforms for seeking feedback.
Insufficient time to contribute fully or to raise concerns due to competing priorities.	Work with stakeholders to build their capacity to contribute or offer modified or different models of engagement.
Failure to review, track and evaluate progress. Without robust review and evaluation, it is difficult to know if the approach is working and whether changes are needed.	The Engagement Strategy includes review and evaluation mechanisms throughout implementation, with flexibility to adjust the approach if needed.



## 8. Measuring the success of our engagement approach

The Social Care Council is committed to continuous improvement. We want to ensure that our outcomes are achieved, while lessons are learnt to build on what works well or on aspects we could improve.

The Social Care Council will implement this strategy in line with the overarching **Strategic Plan 2023 – 2027**, it will be updated to align with future strategic planning periods.

We will actively seek feedback from stakeholders, engaging and communicating, providing information, as well as taking the time to consider how we adapt and respond to feedback from those stakeholders.

## We will ask for feedback

The Social Care Council, in collaboration with the Social Care Council Board, will conduct a stakeholder evaluation to determine the effectiveness of current communication and engagement activities to assess the future needs of stakeholders.

This will build on the stakeholder engagement survey (first issued in 2024 to registrants), extended to the wider public, and will be issued in 2026, then biennially after this.

## We will analyse

- Stakeholder engagement survey results, measuring trust and confidence of registrants and the public.
- Validation of the engagement outcomes (learnings and insights) by triangulating them with other sources of engagement data and evidence such as:
- 'Business as usual' activities and other research engagement data in our regulatory work such as surveys, event feedback and other views captured through engagement activities.
- Experience of subject matter specialists, members of senior leaders and staff internal regulatory.
- Engagement data gained through our other statutory functions, policy, framework or strategy development and implementation.
- Evaluation of existing forms of engagement to determine their effectiveness.
- Sentiment reflected in media coverage and social media engagement.

## We will innovate

- Any new activities, not captured in this strategy, will also be seen as an opportunity to build feedback mechanisms to evaluate our progress towards improved trust and confidence through engagement.

## We will monitor

- We will also monitor all of this and report on progress as part of the annual business planning processes and will share with relevant stakeholder groups (internally and externally) as appropriate.
- If we identify that stakeholders are seeking further, or different, engagement we will adapt future phases to better accommodate their engagement needs. This may mean increasing (or decreasing) engagement and/or changing engagement methods, however will be dependent on resources.

## 9. Conclusion

The Social Care Council's approach to engagement is key to successfully engaging and involving the Northern Ireland public in influencing the future of the regulation of the social care and social work workforces.

This Engagement Strategy is a blueprint for successful and meaningful engagement, reflecting our organisations commitment to genuinely involve and engage with the community we serve.

This Strategy will help to support or consultative culture, embracing conversations where information is shared and feedback encouraged, nurturing a relationship built on transparency, respect and trust. It honours our commitment to inform and improve awareness of our regulatory functions, activities and services. More importantly it is about our commitment to listen and create open channels of engagement for meaningful dialogue, and innovation, to help shape our future direction.

It is clear that our communication and engagement efforts need to be clear, accessible and delivered effectively to meet the needs of a diverse society – enabling inclusiveness for all. We believe by following our engagement principles and delivering on our commitments laid out in this Strategy this is all possible.



## 10. Appendix

**Table 1: Detailed breakdown of our engagement spectrum<sup>5</sup>**

Inform	Connect and consult	Involve and support	Collaborate (co-produce)	Empower
<p><b>To provide information that helps stakeholder understanding.</b></p> <p>We will gather views and feedback on a regular basis to inform our understanding, and development of our work, both formally and informally, as required.</p> <p>Views are listened to in respect of any proposed decisions/actions.</p> <p>We will provide easy to understand, accessible information at the right time and in the right way.</p>	<p><b>To provide avenues for feedback on issues.</b></p> <p>The information we produce links with stakeholders' understanding of us, and it is clear, concise, and usable.</p> <p>We will connect with our stakeholders by listening to what they have to say and use what they say to inform what we do, even when hard to reach.</p> <p>We will formally consult when proposing changes to any regulatory standards, legislation, rules or other codifying documents.</p> <p>We will let stakeholders know how their work with us has had an impact.</p>	<p><b>To work directly with stakeholders ensuring that concerns and aspirations are consistently understood and considered.</b></p> <p>We provide data and other information to help guide and influence decisions and actions of others to support our regulatory and statutory roles.</p> <p>We will support our stakeholders to ensure feedback is understood and considered, and share any resulting outcomes.</p>	<p><b>To partner with stakeholders on each aspect of a decision including the preferred solution.</b></p> <p>We will align our expertise and that of our partners, to effectively define, develop and/or deliver our work.</p> <p>As a partner we will share knowledge, listen to others, and encourage participatory models, whilst fostering equal relationships.</p> <p>We will partner with stakeholders, including in the development of policies, procedures, engagement activities and campaigns.</p>	<p><b>To place decision making in the hands of stakeholders, where this is appropriate.</b></p> <p>We will invest in two-way engagement to empower specific stakeholders affected by our work and often not included in decision-making to be heard, make decisions and act.</p> <p>We will work with stakeholders to create shared fora and partnerships, empowering groups to develop and lead initiatives with us.</p>

<sup>5</sup> Adapted from the International Association of Public Participation, IAP2, See: [iap2.org/page/SpectrumEvolution](http://iap2.org/page/SpectrumEvolution).

# Examples

<ul style="list-style-type: none"> <li>• Corporate communications.</li> <li>• Podcasts.</li> <li>• Data reports.</li> <li>• Newsletters.</li> <li>• Events and forums.</li> <li>• Presentations.</li> <li>• Advertising and PR.</li> <li>• Videos and animation.</li> <li>• Published information on our website.</li> <li>• Social media channels using engaging and innovative content.</li> <li>• Notifications and alerts through the Social Care Council App.</li> </ul>	<ul style="list-style-type: none"> <li>• Partnership agreements.</li> <li>• Memoranda of understanding (MOUs).</li> <li>• Staff Townhall meetings.?</li> <li>• Seminars, webinars and/or other learning and development events (including Q&amp;A).</li> <li>• Briefings.</li> <li>• Workshops (with Q&amp;A).</li> <li>• Surveys and focus groups.</li> <li>• Consultation events.</li> <li>• Customer Service.</li> </ul>	<ul style="list-style-type: none"> <li>• Board meetings.</li> <li>• Issued-based roundtables.</li> <li>• Systems leaderships roles in reform and transformation.</li> <li>• Regular 'listening events' with regulated professions e.g. Social Care Managers Forums.</li> <li>• Advisory groups/fora.</li> <li>• Review and development of learning resources and practice frameworks for professional development.</li> </ul>	<ul style="list-style-type: none"> <li>• Partnerships and Committees in place as part of governance mechanisms.</li> <li>• Creating fora focused on facilitating collaboration with registrants.</li> <li>• Partnership and/or reference groups.</li> <li>• Roundtable meetings.</li> <li>• Steering groups e.g. to co-design learning and development products for the Learning Zone.</li> <li>• All-day workshops.</li> <li>• Conferences.</li> <li>• Partner events.</li> </ul>	<ul style="list-style-type: none"> <li>• Shared projects.</li> <li>• Research participation and sponsorship.</li> <li>• Regional and international group memberships.</li> <li>• Supporting health and social care transformation infrastructure e.g. Social Care Collaborative Forum.</li> <li>• Joint planning e.g. with other regulators.</li> <li>• Submissions and responses to consultations.</li> <li>• Participatory decision-making.</li> </ul>





## Want to connect with us? Here's how

Please contact the Social Care Council's Communications and Engagement Team if you have questions about this strategy by emailing: [comms@niscc.hscni.net](mailto:comms@niscc.hscni.net).

You can also stay up to date on all our news and events by visiting the Social Care Council's website,



or you can follow us across our social channels.



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