

**EAST AYRSHIRE COUNCIL**

**ADULT PROTECTION COMMITTEE**

**17 MAY 2011**

**PERFORMANCE AND AUDIT ACTIVITY  
BIENNIAL REPORT 2008-10 DISTRIBUTION ARRANGEMENTS**

**Report by the Adult Protection Co-ordinator**

**1 PURPOSE OF REPORT**

- 1.1 To provide the Adult Support and Protection Committee (APC) with an overview of the proposed communication strategy (Appendix1) for multi agency dissemination of the Chairs Biennial Report and Scottish Ministers response and seek the approval of the APC for the same.

**2 BACKGROUND**

- 2.1 The East Ayrshire Chair of the Adult Protection Implementation Committee Biennial Report 2008-2010 and Business Plan October 2010-2011 was approved at an extraordinary meeting of the Adult Protection Committee on 8<sup>th</sup> November 2010. The Report was fully endorsed by the Chief Officers (Child Adult and Public Protection).
- 2.2 Further to submitting the report to Scottish Ministers, a letter dated 20 January 2011 was received confirming additional Scottish Government funding for Conveners to support the dissemination of the reports across key stakeholders.
- 2.3 The Ministerial Response to the East Ayrshire Initial Biennial report was reported to the APC at their meeting of 23<sup>rd</sup> February 2011.

**3 EAST AYRSHIRE PROGRESS**

- 3.1 In order to promote the effective use of resources it has been agreed by the Ayrshire Leads and Conveners that once the newly appointed Convener of North Ayrshire APC is in post a meeting of the three Chairs and Leads will be held to discuss innovative ways to utilise the funding to benefit the adults affected by harm.
- 3.2 The ministerial feedback is an ideal opportunity to promote a “good news story” regarding the positive progress made in terms of the implementation of the Adult Support and Protection Act. It is also an ideal opportunity to continue to maintain the momentum and profile of the APC following the recent Adults Need Protecting Too Media Campaign.

- 3.3 A communication strategy that will initially promote awareness of the APC performance via the Biennial Report will be the first phase of raising public awareness prior to any more specific activity on an Ayrshire basis as referred to in section 3.2 of this report.

## **5. LEGAL, POLICY AND FINANCIAL IMPLICATIONS**

- 5.1 Any costs associated with the Communication Strategy can be fully met from the additional funding provided by Scottish Government referred to in section 2.2 of this report.
- 5.2 The Communication Strategy is commensurate with the Information and Advice giving function of the committee stated in its Constitution approved at the East Ayrshire Adult Protection Implementation Committee of 15 March 2010.

## **6. RECOMMENDATIONS**

- 6.1 The Adult Protection Committee is asked to;
- (i) Approve the arrangements for the multi Agency Communication Strategy; and
  - (ii) otherwise note the contents of the report

Donna Sinfioriani  
Adult Protection Co-ordinator  
17 MAY 2011  
DS/NMC

Implementation Officer – **Eddie Fraser**

Any person wishing further information on the contents of the report please contact Donna Sinfioriani, Adult Protection Co-ordinator on (01563) 553559

**East Ayrshire APC Biennial Report 2008-10  
Communication Strategy  
3<sup>rd</sup> May 2011**

<b>Action</b>	<b>Date/Whom</b>
<p><b>1.</b> Produce 100 Hard Copies – Easy Read Report for key Agencies Senior Managers, Commissioned Providers and other Stakeholders (see distribution list) with cover letter from Convener.</p>	<p><b>Donna Sinforiani/Ian George printed by 31 May 2011 Distributed week beg 7 June.</b></p>
<p><b>2.</b> Produce 50 hard copies of full report – to Senior Manager and Chief Officers of all agencies on APC with cover letter from Convener.</p>	<p><b>Donna Sinforiani/ Ian George Printed by 31 May 2011 Distributed week beg 7 June.</b></p>
<p><b>3.</b> Global e-mail with hyperlink to full report and easy read version on behalf of Independent Convener, email to contain summary comments of ministerial feedback.</p>	<p><b>Donna Sinforiani on 7 June 2011.</b></p>
<p><b>4.</b> Press release to local press re: ministerial feedback and info where to obtain report. Good News Story.</p>	<p><b>Caroline Gordon (EAC Communications) by 7 June to coincide with global email</b></p>
<p><b>5.</b> Press release to be duplicated for articles in multi agency key communication publications and newsletters e.g. EAC Eastwards, CPC , Newsletter.</p>	<p><b>Ian George from 7 June –end July 2011.</b></p>
<p><b>6.</b> Report and Easy Read available on website.</p>	<p><b>Ian George by 7 June 2011</b></p>