Good Practice Guide Appendices Appendix 23

Cluster Communication and Engagement Principles

Clusters should put in place **cluster communication and engagement principles** that will underpin the work of the cluster. Your principles are your commitment to putting communication and engagement at the heart of everything you do. They reinforce that it is everyone's responsibility to encourage active communication and engagement with staff, service users and wide stakeholders in all aspects of cluster working. They support the aims and objectives of the Cluster Team.

Suggested principles are set out in Box 19.

Box 19 Principles for Cluster Communication and Engagement

- All cluster team staff are responsible for communication and engagement
- The cluster will actively promote communication and engagement that is open, honest and meaningful
- The cluster will ensure communication and engagement processes that are clear, easy to use, accessible, robust and reliable
- The cluster will strive for communication and engagement processes that are integrated across local partners, putting the citizen at their centre.
- The cluster will ensure that the impact of communication and engagement on strategy and decision-making can be clearly demonstrated
- The cluster will adopt the national principles for public engagement in Wales (Participation Cymru, 2011):
    - Engagement is effectively designed to make a difference
    - Encourage and enable everyone affected to be involved, if they so choose
    - Engagement is planned and delivered in a timely and appropriate way
    - Work with relevant partner organisations
    - The information provided will be jargon-free, appropriate and understandable
    - Make it easier for people to take part
    - Enable people to take part effectively
    - Engagement is given the right resources and support to be effective
    - People are told the impact of their contribution
    - Learn and share lessons to improve the process of engagement

Source: Participation Cymru (www.participation.cymru/en/principles and www.participation.cymru/cy/egwyddorion)