

Registers of Scotland

RoS Board

13 September 2022

Stakeholder Engagement Strategy – RoS Board discussion back brief

Purpose

1. The purpose of this paper is to provide a back brief to the RoS board on the discussion of the Customer and Stakeholder Engagement Strategy at the June Board meeting, summarising the discussion and next steps for action following the meeting.
2. The Board are asked to review, and to advise if any of the summary incorrectly reflects their understanding of the discussion and follow up actions.

Recommendation

3. To note the paper and approve follow up actions.

Summary of discussion

4. At the June Board we explained how we engage with our customers and stakeholders, providing an overview of the framework and strategy for delivering and improving engagement to support the successful delivery of RoS' strategic objectives. The paper set out to outline the who, what, why, how and results of RoS stakeholder engagement activity; providing the board with an understanding and insight into our stakeholder engagement activity, and an opportunity to feedback and shape future activity.
5. Key discussion points from board feedback
 - a. Board members are happy with the evolution of our approach to stakeholder engagement and that all touch points are recognised.
 - b. Board members acknowledged that our activity takes place with a potentially unpredictable environment.
 - c. The board reflected a desire to see in more detail how we measure the success or otherwise of our campaigns and activity.
 - d. The board called out a need to identify clear stakeholder engagement activity for the general public, in addition to professional and parliamentary stakeholders.
 - e. The board were also reassured with our focus to build advocacy with strategic bodies, such as the Law Society of Scotland.
 - f. The board highlighted a need to consider future scenarios and potential RoS stakeholders, to identify who will be most important and influential in our future story,
 - g. And finally, the board recommended we expand our feedback loop, continuing to review what other jurisdictions do to maintain effective stakeholder engagement.

Actions

6. The following follow up actions have been agreed, with next steps detailed.

- a. *Formal action; Head of Corporate Communications - to embed relevant measurable data, and direct and indirect costs, to Stakeholder Engagement Strategy to demonstrate value going forward.*

Head of Corporate Communications has instructed the team to draft a proposal on how they will identify and embed appropriate metrics and costs across communications and engagement activity over the remainder of the financial year. A proposal will be approved no later than 30th September. This will be piloted and refined over Q3 and Q4, with a plan to present the annual view to the board in early 2023/24.

- b. *To review our stakeholder engagement landscape and ensure that activity that support citizen engagement is delivered as part of all relevant campaigns.*

The Head of Corporate Communications will continue to work with relevant colleagues, within the communications function as well as Customer Experience, Product, Service Design, and others to ensure engagement activity focusses on the right audience, and that citizen engagement is considered when appropriate. Current activity underway to build RoS engagement with citizens includes increasing our present through working with media and publications.

- c. *To consider RoS future stakeholder and the role of stakeholder engagement to support those relationships etc.*

Head of Corporate Communications to maintain an overview of RoS post 2024 plans, and actively work on potential stakeholder base.; considering how the customer / stakeholder base might change depending on various scenario planning exercises.

- d. *To expand our feedback loop to consider activity in other registration jurisdictions.*

The Head of Corporate Communications to engage with appropriate colleagues at HMLR and Northern Ireland, to identify and share best practice around stakeholder engagement.

Head of Corporate Communications
Customer and Product
30th August 2022