**Stakeholder engagement strategy**

<table>
<thead>
<tr>
<th>Purpose of paper</th>
<th>This paper sets out the GDC’s proposed stakeholder engagement strategy.</th>
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<tbody>
<tr>
<td>Status</td>
<td>Public session</td>
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<td>Action</td>
<td>For discussion and approval</td>
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| Corporate Strategy 2016-19 | **Partners:** objective 1  
To develop stronger, more effective, collaborative relationships with all our key stakeholders including: our partners in the NHS; professional bodies; patient groups; other regulators including competent authorities across the EU; and providers of education and training and the wider dental sector. |
| Business Plan 2017 | **Partners:** objective 1:  
To develop stronger, more effective, collaborative relationships with all our key stakeholders including: our partners in the NHS; professional bodies; patient groups; other regulators including competent authorities across the EU; and providers of education and training and the wider dental sector. |
| Decision Trail   | Policy and Research Board: February 2017: Discussion  
Council workshop: 15 March 2017: Agreed priorities, four-pillar approach and next steps.  
Policy and Research Board: 6 September 2017: Discussion on agreed priorities, approach and tactics  
Executive Management Board: 11 September 2017: Discussion on agreed priorities, approach and tactics. Recommendations from PRB were accepted. |
| Next stage       | This paper seeks approval from Council.                                  |
| Recommendations  | The Council is asked to discuss and approve the strategy:               |
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1. **Executive summary**

1.1. The purpose of this paper is to update Council on the development of the GDC’s stakeholder engagement strategy and provide an opportunity to feedback on the planned approaches.

1.2. This strategy sets out how the GDC will use stakeholder engagement as a regulatory tool: by improving the strength and depth of stakeholder engagement, and how the GDC can translate these relationships into workstreams that make meaningful improvements to benefit patients. It is intended that delivery of the strategy will expedite and enable the development of a model of upstream regulation; where the GDC and its partners put more effort into preventing harm from occurring.

1.3. The strategy covers:

- Background to the development of the strategy
- Purpose of the stakeholder engagement strategy
- Mapping the GDC’s external stakeholders, across the four nations and using the categories of strategic partners, education partners, professionals and patients
- An analysis of where the GDC is now in terms of its stakeholder relationships
- A proposal regarding where the GDC wants to be in terms of its stakeholder relationships
- What the GDC needs to change, in order to get where it wants to be
- Proposed evaluation measures

1.4. The Council is invited to pay particular attention to the newly developed section: what the GDC needs to change to get to where it wants to be and provide feedback on the approach taken. The Council’s approval of the stakeholder engagement strategy is sought.

2. **Introduction and background**

2.1. In line with the Patients Professional Partners Performance corporate strategy, Shifting the balance: better, fairer system of dental regulation and the GDC’s business plan, the stakeholder engagement strategy has been produced to outline the plans to engage with each of the GDC’s stakeholder audiences. These are patients, the profession and partners.

2.2. The stakeholder engagement strategy puts forward the framework for plans to be developed and delivered over the next three years - adopting a systematic approach to improving strength and depth of stakeholder engagement. Previously, the Policy and Research Board (PRB) has engaged with the analysis of the GDC’s stakeholder engagement at its meeting in February 2017. Specifically, GDC’s current level of stakeholder engagement across the four nations was discussed, illustrated via through heat maps, and agreement to explore the four-pillar model option to map the stakeholder priorities.

2.3. These options were developed and presented at the Council workshop in March 2017, at which the priorities for improving stakeholder engagement were agreed, and the four-pillar model for organising engagement was subscribed to.

2.4. Based on the feedback obtained at both meetings, the appended draft stakeholder engagement strategy has been developed.

2.5. Additional feedback was obtained from the PRB meeting on 6 September and the EMT meeting on 11 September where members were presented with how the priorities and the
proposed approach in tackling them. All feedback from this section have been incorporated into the draft strategy for approval from Council.

3. Recommendations
   3.1 The Council is asked to discuss and approve the strategy. Once approval from Council is achieved, EMT will have operational responsibility for the strategy.

4. Appendices
   4.1 Draft stakeholder engagement strategy