

BOARD MEETING

Date of Meeting: 27 September 2022	Agenda item: 13
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Title of Paper: Working with People and Communities Strategy - Update

Paper is for:	Discussion		Decision	Information	<u>x</u>
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Executive Summary

A high-level draft strategy was presented to the Board on 1 July 2022.

We had developed this draft through a range of engagement activities, including by talking and listening to voluntary sector organisations, our Healthwatch groups and Trust governors, and through feedback on our engagement website.

The draft set out our principles for engagement. Since then, we have designed a framework that sets out how we plan to put these high-level principles into practice. This will take time and resources to implement – and is not a detailed plan at this stage – but it shows how we will involve and engage with people and communities in the future.

The main elements of the framework are:

- A consultation platform
- The use of our partners’ channels to promote awareness and drive traffic toward the consultation platform
- A representative citizens’ panel, which we will develop and use for feedback and comment via surveys and focus groups in the longer term
- The use of our partners’ expertise and resources to reach and engage with specific groups and communities.

We will develop clear strategic measures and regularly evaluate the effectiveness of the framework, which will need to evolve as the place-based partnerships take shape and as we learn from our experience of engagement.

This framework will enable the Integrated Care Board (ICB) to reach people and communities across Buckinghamshire, Oxfordshire, and Berkshire West, to listen to them and to involve them in the development of its strategies and services.

We propose to move quickly to set up these mechanisms, subject to resource availability, as we want to ensure there is effective engagement in the preparation of the Integrated Care

Partnership's strategy, due by the end of December, and in the ICB's five year plan, which is due to be finalised by the end of March 2023.

Action Required

The Board Members are asked to note our progress in developing the proposed engagement framework.

Date and Name of Committee at which Paper Reviewed: ICB Executive 12/09/2022

Author: Rob Beasley, Interim Director of Communications and Engagement

Executive Lead/Senior Responsible Officer: Rob Beasley, Interim Director of Communications and Engagement

Date of Paper: 2 September 2022

Conflicts of Interest

Not applicable

No conflict identified	✓
Conflict noted: conflicted party can participate in discussion and decision	
Conflict noted, conflicted party can participate in discussion but not decision	
Conflict noted, conflicted party can remain but not participate in discussion	
Conflict noted, supported paper withheld from conflicted party e.g. pecuniary benefit	
Conflicted party is excluded from discussion	

WORKING WITH PEOPLE AND COMMUNITIES STRATEGY (UPDATE) PUTTING OUR PRINCIPLES FOR ENGAGEMENT INTO PRACTICE ICB Engagement Framework Proposal

Context

1. We want the Integrated Care Board (ICB) to have effective engagement and partnership at the heart of its thinking, planning and delivery.
2. A draft strategy was submitted to NHS England on 27 May 2022. This set out our proposed principles for engagement and was deliberately “high level”. This version was shared with the Board at its establishment meeting on 1 July 2022.
3. We have developed a framework which will allow us to put these principles into practice.
4. This includes how we will work with our various partners to extend our reach to involve people across Buckinghamshire, Oxfordshire and Berkshire West in shaping our plans, building relationships with people with an interest in our work, and using the expertise of our partners to ensure we hear from all of our communities.
5. Implementing this framework will require a physical investment from ICB Board members and senior staff to establish and maintain core relationships with our partners, and the requisite financial investment in the ICB’s Communications and Engagement function, to procure and maintain our engagement tools and activities, and to fund the staff we will need to manage them.

How we developed the strategy and proposed framework

6. Our draft strategy was developed through consultation and a workshop that involved representatives from all five Healthwatch’s, the Buckinghamshire, Oxfordshire and Berkshire West Voluntary, Community and Social Enterprise (VCSE) Alliance and Trust lead governors. We also addressed a wider meeting of the VCSE Alliance. These discussions were focused on testing out principles and approach.
7. We made the draft strategy available on our engagement site to enable partners and members of the public to submit comments. We received a range of helpful ideas and comments, and we used these to help shape the draft strategy.
8. We also received useful feedback from local authority Health and Wellbeing Boards and scrutiny committees.
9. Having got broad support for the high-level principles, we developed a proposed framework. Drafts were shared with NHS trusts and local authorities, and with our Healthwatch and VCSE contacts for comment and refinement.
10. The proposed framework has been shared with the chairs of Health and Wellbeing Boards and the relevant scrutiny committees.

NHSE ambitions and statutory obligations

11. NHSE issued further statutory guidance on [Working In Partnership with People and Communities](#) in July 2022.

12. This guidance sets out our obligations as an ICB to listen to and involve people in the development of our plans. It emphasises that

“organisations should start with existing insight about the needs and experiences of their communities, and work with partners that already have links to them.”

13. The guidance sets out a clear ambition for health and care systems to build positive, trusted, and enduring relationships with communities to improve services, support and outcomes for people.

14. This means creating “a health and care system” that:

- *listens more and broadcasts less*
- *undertakes engagement, which is ongoing and iterative, not only when proposing changes to services*
- *is focussed on and responds to what matters to communities and prioritises hearing from people who have been marginalised and those who experience the worst health inequalities*
- *works with and through existing networks, community groups and other places where people identify and feel comfortable*
- *develops plans and strategies that are fully informed and understood by people and communities*
- *learns from people and communities, using insight, data and a range of approaches to understand whether their needs are being met and what their priorities, ambitions and ideas are*
- *provides clear feedback about how people’s involvement leads to improvement*
- *invests in different approaches to working with people and communities, enabling them to contribute meaningfully in ways that are safe and accessible for them*
- *shares power with communities so they have a greater say in how health services are shaped and can take responsibility to improving their health.”*

15. The guidance also sets out our statutory duties on public involvement. These include “the requirement to:

- *assess the need for public involvement and plan and carry out involvement activity*
- *clearly document at all stages how involvement activity has informed decision-making and the rationale for decisions*
- *have systems to assure themselves that they are meeting their legal duty to involve and report on how they meet it in their annual reports.”*

16. We believe our proposed engagement framework will allow the ICB to meet these statutory obligations. This will evolve over time as we develop our ways of working, for example, as our place-based partnerships take shape.

Proposed mechanisms

17. We propose to use a range of methods to put our engagement principles into practice and reach and listen to our different audiences.

18. These methods include:

- An open engagement platform, where we propose to work with our health and local authority partners to reach residents across Buckinghamshire, Oxfordshire and Berkshire West and encourage them to participate in surveys, questionnaires, and other activities.
- Setting up a representative citizens' panel, with whom we will build relationships and invite to respond to surveys and join focus groups and other qualitative engagement activity
- Drawing on our local authority and NHS trust partners to use their own engagement mechanisms and evidence to gather the opinions of residents across Buckinghamshire, Oxfordshire and Berkshire West.
- Involving Healthwatch and the Buckinghamshire, Oxfordshire and Berkshire West VCSE to get their opinions and insight to inform our plans.
- Using targeted qualitative methods to engage with specific parts of our communities that we want to reach, either because we don't reach them through our other methods or who are particular groups of service users.
- Setting up an engagement advisory group, drawn from our partners, who can provide advice and expertise on the best ways to reach people and all our communities.

19. We will ensure we are an effective partner with our local authorities, actively engaged and working with them through their established groups, such as Health and Wellbeing Boards and their scrutiny committees.

20. We will also seek to make the most of engagement opportunities through Primary Care, such as via the Patient Participation Groups. We expect these will be particularly valuable once our place-based partnerships are fully established.

Timing, monitoring and evaluation

21. We are already using some of the proposed mechanisms and aim to set up a citizens' panel as soon as possible, once we have confirmed the resources needed to create and sustain it.

22. We will keep every element of this proposed framework under review. It will be integral to meeting our statutory obligations that we report on our engagement and demonstrate how we have listened to people and our communities.

Ask of the Board

23. The Board is asked to note our progress to developing the proposed engagement framework, which will guide our engagement with our partners, people and communities.

Next steps

24. We will begin to set up the engagement mechanisms and report regularly (twice yearly) to the Board on our progress. Other reports to the Board will refer to how we are putting this framework into practice.