

Board Meeting

Date of Meeting: 15 November 2022	Agenda item: 12
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Title of Paper: Communications and Engagement Update

Paper is for: (Please ✓)	Discussion		Decision		Information	✓
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<p>Executive Summary</p> <p>This paper updates the Board on the progress we have made in our communications and engagement since the formation of the Integrated Care Board.</p> <p>It sets out some of the challenges we face, and outlines how we propose to improve our engagement and support the achievement of the Integrated Care Board’s strategic priorities.</p>

<p>Action Required Board Members are asked to note this update</p>

Date and Name of Committee at which Paper Reviewed: ICB Executive Team 31 October 2022

Author: Rob Beasley, Interim Director of Communications and Engagement

Executive Lead/Senior Responsible Officer: Rob Beasley, Interim Director of Communications and Engagement
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Date of Paper: 31 October 2022

Conflicts of Interest
<ul style="list-style-type: none"> • None identified

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	

Communications and Engagement Update

Context

1. This paper provides an overview of our progress as we develop the communications and engagement function at the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB).

Aims and timescales

2. We want to create a communications and engagement function that promotes the breadth of the ICB's work, builds strong trusting relationships with our partners and other stakeholders, and which allows as many people in our communities as possible to engage with and influence the ICB's thinking.
3. This will take time to ensure we fully understand what our resources, structure and systems need to be and the best way to organise ourselves to provide a consistent function.

Team structure

4. The Senior Leadership Team (SLT) is currently reviewing the structure of all teams in the ICB to determine our future structure. As part of this process, we are considering the size and structure required to deliver our communications and engagement.

Communications and engagement tools and systems

5. To fulfil our functions, we need a variety of tools and systems. These include a corporate website, intranet, online engagement platform and a bulk email system.

Website:

6. We have set up an initial website for the ICB. This involved transferring information already available on the CCG sites which were set up and hosted in different ways, with different permissions and content.
7. We want the future ICB site to be primarily aimed at the public and hosting information that would be interesting to people wanting to change and improve their health behaviours. Clinically specific information will be held on separate sites with restricted access.
8. We are currently developing the ICB site content to ensure we are hosting improved content which complies with the latest accessibility standards.
9. Copies of all three CCG sites are now available through the National Archives website. The CCG sites will close when their current contracts expire.

10. The current host for the ICB website has given us notice that it will stop providing this service in September 2023.
11. We are currently reviewing our options for a new hosted site. These options include “re-skinning” one of the CCG sites, which would be cost-effective and relatively easy to deliver. This will also include considering how we create a secure intranet function for staff in the ICB.

Engagement platform and bulk email:

12. We are seeking to procure a system that will enable us to deliver a real step change in our engagement capacity and abilities. We want to use a system that we can fully integrate with our website and use to promote consultations, surveys and other forms of engagement.
13. We aim to have this in place by the end of November 2022, subject to the appropriate internal approvals.
14. We will then move to using an integrated bulk email system, which we can use for external and internal communications and can be tailored to allow recipients to choose which content they receive.
15. We expect this will be particularly useful in encouraging people to sign up for regular updates where they can choose to only receive content that is relevant to their local area, rather than from across the entire Buckinghamshire, Oxfordshire and Berkshire West system.

Citizen’s Panel:

16. There is an existing citizen’s panel in Buckinghamshire. This was set up and is managed by Buckinghamshire Council, created initially on behalf of Buckinghamshire CCG.
17. We plan to expand this panel to cover the rest of the ICS area.
18. Buckinghamshire Council has agreed to support the recruitment of an additional 1,500 members to the panel.
19. These will be recruited on a representative basis from Oxfordshire, West Berkshire, Reading and Wokingham by a specialist agency, using the latest demographic data held by our local government partners.

Stakeholders

20. The support of our partners will be vital in promoting our engagement and consultation exercises, by using their reach to encourage their audiences to participate and sign up to our activities.
21. We have been meeting with and talking to a range of our partners and key stakeholders, sharing information about the ICB’s role and remit, and to explain how we expect to develop our strategies and plans with their help and input.
22. This has included regular meetings with our Healthwatch groups and with representatives from the Buckinghamshire, Oxfordshire and Berkshire West Voluntary, Community and Social Enterprise sector (VCSE). We have also

represented the ICB at Health and Wellbeing Board meetings across the ICS and liaised closely with our Trust counterparts to ensure messages are shared with key audiences in a timely manner, including through our weekly ICS-wide GP bulletin.

23. We have continued to produce a stakeholder bulletin with our partners in Oxfordshire since the formation of the ICB. We propose to evolve this into a system-wide bulletin.

NHE England engagement

24. As ICBs are established across the country, we have represented the Buckinghamshire, Oxfordshire and Berkshire West ICB at several NHS England learning and planning sessions. These have included a national workshop on engagement and an all-day communication strategy event.
25. We participate in regular (some weekly) online communications planning meetings, both regional and national.

Internal communications

26. We have set up some regular means by which we engage with and keep staff informed about change and developments across the ICB.
27. We have continued to support a weekly All Staff meeting, hosted by the Chief Executive, which covers national, regional and local news and updates. We have used these sessions to showcase innovations and achievements from across the BOB system.
28. We have introduced a monthly internal BOB Buzz bulletin, which is mailed to all staff. This includes national, regional, corporate and local information and has generated positive feedback from staff across the ICB.
29. We – through Buckinghamshire Council – also produce a weekly GP Bulletin, which is mailed to all GP practices across the system, with a mix of news and policy updates.
30. The proposed procurement of an engagement platform and bulk email tool will open up new opportunities to engage with our staff in different ways, for example, by creating discussion forums, quick polls and surveys. We will also be able to use data to understand how well we are reaching our different staff groups.

Media management and campaigns

31. We provide a 24/7 press office function for the ICB, managed through a rota across the 'in-house' ICB communications team.
32. We handle enquiries from national, specialist and local media on the full spectrum of health and care issues.
33. We have also provided handling advice on different sensitive issues to a range of colleagues across the ICS and have responded to requests from NHS England to support various announcements, ministerial visits and campaigns.

34. These campaigns include the vaccination programmes for COVID-19 and flu, and our wider campaign on winter preparedness.
35. We produce a weekly digest of media coverage on health and care matters across the ICS and share this with colleagues and partners.

Next steps

36. As clearer strategies for the ICB and the developing ICP emerge, we will create a corporate communications strategy that is aligned to these strategies and supports the achievement of their priorities. A draft version will be available in the early part of next year. This will be a collaborative endeavour, involving our partners and a range of colleagues from across the ICB.
37. We will also provide communications support for the ICB's priority programmes including our transformation programme, the Executive team and Place Directors to ensure that we are acting in a transparent and joined up way.

Asks of the Board or of members present

38. The Board are asked to note the content of this report.