

Healthwatch Leicester City and Leicestershire

***The independent consumer champion in Leicester City
and Leicestershire; inspiring change, improving
outcomes for local communities***

Health and Wellbeing Board 24 May 2018

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Agenda Item 14

Summary

- ***Introduction to Engaging Communities Staffordshire***
- ***Background***
- ***Governance***
- ***Service delivery***
- ***Vision***
- ***Local landscape***
- ***Service accessibility***

Who are Engaging Communities Staffordshire (ECS)?

Independent
Intelligent repository
Complaints
Lean organisation
Sub-contracting model
Statutory Healthwatch
Bespoke services
Network of volunteers
Subscription services
Customer feedback
Healthwatch champions
Consumer advice
Engagement
Community interest company
User experience
Insight
Community led
Consultation

healthwatch
Halton & Advocacy HUB

healthwatch
Leicester

healthwatch
Leicestershire

healthwatch
Solihull

healthwatch
Staffordshire

healthwatch
Walsall

healthwatch
Wolverhampton

Who are Engaging Communities Staffordshire (ECS)?

ECS is a Community Interest Company (CIC) which means it is a special type of company set up to benefit the local community it serves rather than share holders.

This means we are a “Not for profit” company.

Our mission is to Inspire Change and Improve Outcomes for local people.





“Statistics and reports were preferred to patient experience data, with a focus on systems, not outcomes”

Robert Francis QC



Background

- Mar 2009:** First Mid-Staffs Investigation
- Nov 2009:** Initial Public and Patient Involvement project in Staffordshire
- Jul 2010:** “Liberating the NHS” sets out plans for Healthwatch, influenced by the thinking around ECS
- Dec 2011:** Public consultation on ECS concept
- Mar 2012:** Launch of ECS
- Feb 2013:** Francis Inquiry
- Apr 2013:** ECS starts delivering HW Staffordshire
- Jul 2014:** HW England Award
- Feb 2015:** Advocacy service starts
- Apr 2016:** Providing HW Wolverhampton
- Apr 2016:** Providing NHS Complaints Advocacy Telford
- Jun 2016:** Providing HW Walsall
- Jul 2017:** Providing HW Solihull
- Apr 2018:** Providing HW Halton & Advocacy HUB
- Apr 2018:** Providing HW Leicester and Leicestershire



ECS Services

Research and Insight

Community Engagement

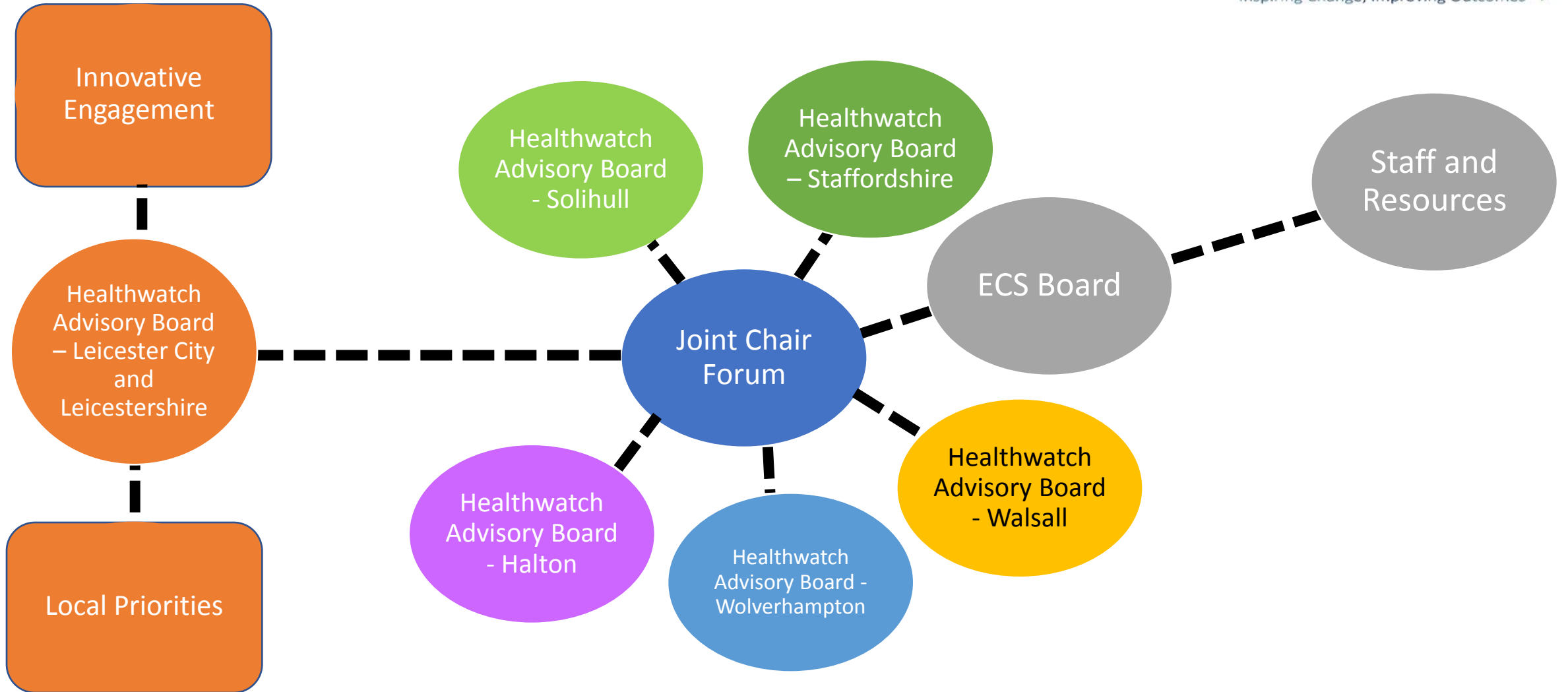
Information and Signposting

Advocacy

Complaints



ECS Governance Structure.



Delivery

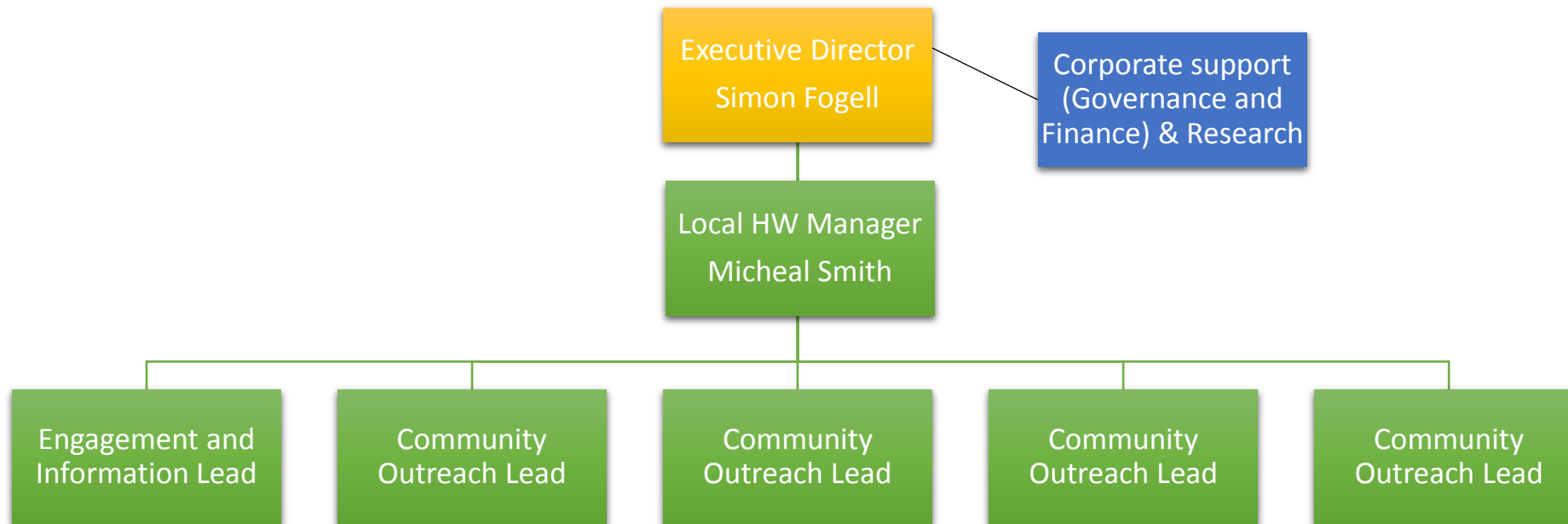
Vision

- Independent body – not reluctant to represent views and opinions
- Stable and sustainable
- Trusted, respected and influential
- Accountable to the communities served
- Making a difference for local residents and communities

Underpinned by the core values

- *Public focussed*
- *Evidence based*
- *Prudent*

Leicester and Leicestershire Healthwatch Management structure



Independent Consumer Champion- engaging all communities, providing access for all

- Innovative engagement methodologies
- Tailored and targeted outreach- utilising existing networks and community venues
- Parity of access geographically and demographically
- Proven track record in similar geographic locality
- Support effective feedback mechanisms
- Seldom heard and vulnerable groups- no preconceptions

Local Landscape: Strategic context and relationships

- Robust strategic operating framework - ensuring local Healthwatch is integral to local bodies, including HWBB(s) & STP
- Expert knowledge on national health and social care economy
- Aware of all key drivers for change and political agendas; able to utilise local intelligence to influence decision makers
- Excellent networking credentials; Creating a diverse champion partnership network throughout Leicester City and Leicestershire
- Able to identify, understand and incorporate local challenges and opportunities into established ECS Healthwatch operating model

Local Landscape: Challenges and opportunities

- Challenging financial landscape **vs.** delivering value for money
- Duplication and poor communication **vs.** Healthwatch as central intelligence and research HUB for Leicester City and Leicestershire
- Lack of collaboration **vs.** established collaboration with universities, third sector and creation of local/regional HW network
- Obstacles to STP public engagement **vs.** ECS STP Ambassador programme
- Complex landscape for public to navigate **vs.** Central point for information, signposting and advocacy

Local Landscape: Prioritisation of emerging issues

- Review existing work programmes and priorities
- Stakeholder consultation undertaken
- Engagement and consultation undertaken with public
- Innovative communications strategy developed

Key outcomes : New priorities agreed supported by focussed work programme that addresses the needs of local communities and informs them with regular progress reports in multiple media channels i.e. newsletters, social media – Twitter, Facebook, Instagram YouTube etc

Service Accessibility: Volunteers and community networks

- Volunteers as the key to successful service delivery, growth and capacity building – ‘the eyes and ears of our organisation’
- ECS commitment to recruitment and retention of volunteers (Investing in Volunteers Accreditation)
- Variety of roles; Advisory Board, Enter and View, research, engagement - utilising existing volunteer network to increase brand awareness and accessibility into Healthwatch Leicester and Leicestershire

***Outcomes achieved:** Robust network of volunteers and champion organisations representative of their communities helping to make an impact in a refreshed partnership model – no pre-conceived ideas on what constitutes success. We are open to change and to develop innovative partnerships*

Service Accessibility: our approach

- *Assessment of socio- economic groups to ensure equal representation*
- *Commitment to continual re-evaluation of our approach*
- *Partner with existing groups to become ‘Champion’ organisations*
- *Create a Leicester and Leicestershire Champion Network*
- *ECS dedicated ‘Hidden Groups Lead’ enhancing our offer in Leicester City and Leicestershire*
- *Recognition of local priorities to inform HW work programme*

Service Accessibility: overcoming obstacles

- *Utilising CRM to target under represented communities*
- *Overcoming 'rurality' through outreach work and grass roots engagement*
- *Appreciation of wider determinants to health - housing, employment, social isolation, education and conducting collaborative engagement*
- *Language and communication*
- *Adopting a flexible approach - responsive to changing needs of local communities*

Service accessibility: Delivery of Healthwatch efficiently and effectively

- Adequate resources to deliver contract (staff/premises/equipment)
- Ensure representation at Boards and statutory body committees etc
- Regular liaison with key stakeholders (Councils, CCG, Trusts etc)
- Enter and View programme (focussed with timely reports)
- Regular engagement with communities
- Signposting – undertaken effectively with commercial support
- Experience Exchange implemented and other digital platforms
- Promoting HW and its role in the health and social care economy
- Escalation to HWE appropriate issues – track record Orthotics

Service accessibility: ensuring sustainability and increasing Healthwatch brand awareness

- Economies of scale (ECS – 6 HW Contracts)
- Locally based social enterprise maintained
- Strong financial and performance management procedures
- Robust training and development programme to assist staff and volunteers reach their full potential
- Trading – secure commissioned work and trade for other suitable business opportunities that do not conflict with HW role

Questions?

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