

ICB Public Involvement and Engagement Advisory Committee

Date of meeting	25 September 2024
Title of paper	Public engagement programme to support system recovery and transformation and pre-consultation engagement programmes
Presented by	Neil Greaves – director of communications and engagement, NHS Lancashire and South Cumbria ICB
Author	Neil Greaves – director of communications and engagement, NHS Lancashire and South Cumbria ICB
Agenda item	5
Confidential	No

Executive summary

The Integrated Care Board (ICB) has submitted a plan for 2024/25 that requires the delivery of a large portfolio of savings plans and achieving this and supporting organisations to deliver against their plans is the focus of the Recovery and Transformation Programme.

The Recovery and Transformation programme aims to:

- reduce waste and duplication
- improve quality and
- transform services to ensure long terms clinical, operational, and financial sustainability.

An honest dialogue with the public will support creating a shared understanding for any future decision making and feedback on the vision and priorities of the ICB, along with capturing important insight which will contribute to a number of pre-consultation engagement activities for transformation programmes, including Shaping Care Together, New Hospitals Programme and acute clinical reconfiguration.

There is also a need for early engagement to support IUC (Integrated Urgent Care) commissioning and TCC (Transforming Community Care) programmes.

A proactive engagement programme with public, stakeholders and partners consisting of a series of local engagement events, local focus groups and discussions with targeted patient groups has been launched. This will run between September and November 2024. The purpose of the programme is to listen to local communities to understand key issues relating to the ICB and system vision and priorities for health and care and to capture valuable public and patient insights which will contribute towards planning any future reconfiguration and commissioning programmes.

Appendix A is a slide set which presents the legislation and an approach for pre-consultation engagement and how the ICB will listen and promote in addition to which channels will be used to capture feedback.

Advise, Assure or Alert

Assure the committee:

- The approaches to involve and engage residents and communities of Lancashire and South Cumbria in recovery and transformation programmes of the ICB and service reconfiguration

Advise the committee:

- Approaches which have been proposed for pre-consultation engagement activity in relation to service change and service transformation programmes

Recommendations

The ICB public involvement and engagement advisory is asked to:

- Note the contents of the report and the programme of public, stakeholder, staff and partner engagement planned between September and November
- Endorse the approach to pre-consultation engagement to be adopted by transformation programmes

Which Strategic Objective/s does the report contribute to

Tick

1	Improve quality, including safety, clinical outcomes, and patient experience	x
2	To equalise opportunities and clinical outcomes across the area	
3	Make working in Lancashire and South Cumbria an attractive and desirable option for existing and potential employees	
4	Meet financial targets and deliver improved productivity	x
5	Meet national and locally determined performance standards and targets	x
6	To develop and implement ambitious, deliverable strategies	x

Implications

	Yes	No	N/A	Comments
Associated risks	x			Risks of judicial review and reputational impact of poor levels of engagement and involvement
Are associated risks detailed on the ICB Risk Register?	x			
Financial Implications	x			

Where paper has been discussed (list other committees/forums that have discussed this paper)

Meeting	Date	Outcomes
ICB NHP Programme Board	2 July 2024 / 29 July 2024 / 5 September 2024	Discussed the plan and need for programme of engagement.
ICB Board and Committee preparation meeting	9 July 2024 / 13 August 2024	Discussion with ICB executive

Conflicts of interest associated with this report

N/A

Impact assessments				
	Yes	No	N/A	Comments
Quality impact assessment completed			x	
Equality impact assessment completed	x			Equalities and Health Inequalities Risk Assessments have been completed for each engagement event
Data privacy impact assessment completed			x	

Report authorised by:	Neil Greaves, director of communications and engagement
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Public engagement programme to support system recovery and transformation and pre-consultation engagement programmes

1. Introduction

- 1.1 It has been widely discussed that a broad and honest conversation about recovery and transformation and discussing the vision and priorities of the ICB and NHS in Lancashire and South Cumbria is needed with a range of public, partners and stakeholders. This will provide the opportunity to listen to public perspectives, insight and views regarding the ICB vision, priorities and what is important to local people on a range of themes which will support future decision making.
- 1.2 A programme of proactive communications and engagement has commenced in West Lancashire to support Shaping Care Together, following the approval of the case for change at the July ICB Board meeting, from 29 July 2024. Further pre-consultation engagement activities are expected or are potentially required, to support a number of programmes in the coming weeks and months, including the New Hospitals Programme and acute reconfiguration programmes.
- 1.3 This paper presents the approach for a broad programme of engagement with the public, partners and stakeholders. Staff, clinical and health care professional engagement is also very important but is not covered in this paper although this work is also progressing.

2. Your health. Your future. Your say public engagement programme

- 2.1 In early September, a programme of public engagement launched, called ‘Your health. Your future. Your say’, as an opportunity to connect with members of the public, patients, partners, and stakeholders in an honest and open conversation to discuss and seek greater understanding of our vision, ambition, context, challenges, and expectations as part of our three-year recovery and transformation programme. This will provide important context for the pre-consultation engagement conversations and activity.
- 2.2 Proposed timetable of public events and activity:
- The Hub@banks in Banks on 24 September at 3.30pm-5.30pm
 - The Forum in Barrow-in-Furness on 26 September at 5pm-7pm
 - Shout Connect in Preston on 9 October at 4pm-6pm
 - At Blackpool Winter Gardens as part of the Active into Autumn event on 11 October with members of the public able to drop in between 12.30pm and 4pm
 - More Music in Morecambe on 14 October at 3pm-5pm
 - At Daneshouse in Burnley on 21 October at 4pm-6pm
 - Blackburn College in Blackburn on 24 October at 4pm-6pm.
- 2.3 The events will be supported and delivered by ICB senior leaders and clinical and care professional leaders working within the ICB and in our place-based partnership areas. The events will be about listening to members of the public and partners and best practice techniques and methods for creating open conversations regarding specific topics and capturing public insights will be adopted.
- 2.4 The events will be purposefully local – recognising local issues, challenges and opportunities in relation to recovery and transformation programmes and recognising local initiatives. As such, place-based partnership leaders and teams have been actively involved in the planning of these events, so they are also able to support local initiatives.
- 2.5 Information about the events and registration information is available here: <https://www.lancashireandsouthcumbria.icb.nhs.uk/news-and-media/latest-news/your-invitation-shape-future-health-and-care-across-lancashire-and-south-cumbria>
- 2.6 It is recognised that, due to the size of Lancashire and South Cumbria, these may not be accessible or very local for a number of people however they will provide an opportunity for local perspectives to be heard. It is important to consider the level of local engagement which is underway in each place where conversations and listening is targeted at some of our most vulnerable communities and targeted health inclusion groups, often those most marginalised in communities. Opportunities for more local conversations through local engagement will continue and allow for further conversation.
- 2.7 Accessibility of the venues and arrangements for the events will be considered including, where necessary, BSL signers and other arrangements to improve the experience of those attending.

- 2.8 The events will be promoted across a range of networks and channels including place-based local community groups and contacts, through VCFSE partners and with leaflets and posters in local community locations – this will mean these are shared with individuals face-to-face and verbally, not requiring digital access. In addition, the information about the events will be shared with Citizens Panel and Citizens Health Reference Group Members, with the latter asked to help support sharing in their local areas. Local media and social media will also be used to encourage people to attend events.

3. Measuring success

- 3.1 A range of measures will be required to demonstrate the scale and effectiveness of the engagement as a whole and each of the pre-consultation engagement programmes.
- 3.2 We will also measure the levels of involvement and engagement during the sessions and will deploy creative approaches to capturing insights in the sessions – recognising the importance of qualitative insights through listening and developing greater understanding of our leaders on what matters to local people in relation to priority transformation programmes.
- 3.3 Reporting will be required across each engagement activity, including (but not exclusive to) recording of the number of people engaged, key themes of discussion, specific feedback on proposals, impact on particular groups of people, suggested mitigations and any questions that are not covered within key messages / FAQs. Where appropriate, this insight will be used to inform recovery and transformation programmes.
- 3.4 Robust reporting is an essential element of monitoring the effectiveness of pre-consultation engagement activities. A report will be produced in relation to the overall programme and each specific event, summarising overarching themes and localised insights which will be significant for places in delivering their plans within the UEC and transforming care in the community programmes. This report will be presented at the December meeting of the Public Involvement and Engagement Advisory Committee.

4. Risk and benefits

- 4.1 There are clear benefits from the broader engagement conversation, which includes the support for reputation and relationship management, coproduction with a range of stakeholders, supporting internal and external identity of the ICB and places and supporting scrutiny of decision making.
- 4.2 Another risk, which was highlighted at the June meeting of the Public Involvement and Engagement Advisory Committee, is the number of different transformation and service improvement programmes underway and the potential confusion for the public. To make this less confusing, the engagement programme has been titled 'Your health. Your future. Your say' which will mean that we are able to discuss a range of topics with a level of consistency and reduced confusion for the public.

4.3 There is a risk of judicial review with the NHP and SCT programmes specifically. Should this be upheld it would result in a significant time delay and cost implications for individual programmes.

5. Recommendations

The ICB public involvement and engagement advisory is asked to:

- Note the contents of the report and the programme of public, stakeholder, staff and partner engagement planned between September and November
- Endorse the approach to pre-consultation engagement to be adopted by transformation programmes

Neil Greaves

Director of communications and engagement

17 September 2024