

Public Involvement and Engagement Advisory Committee

Date of meeting	28 June 2023
Title of paper	Community Ambassadors proposal
Presented by	Neil Greaves, director of communications and engagement
Author	Neil Greaves, director of communications and engagement David Rogers, head of communications and engagement (insight)
Agenda item	2.5
Confidential	No

Purpose of the paper

This paper provides a proposal for embedding public voice into the PIEAC and ICB strategic transformation programmes

Executive summary

At the Public Involvement and Engagement Advisory (PIEAC) in February 2023, members held a workshop discussion to capture views on how the public voice can be strengthened for the committee. Following this there has been discussions with a number of ICB colleagues and teams, including those in place, in addition to capturing best practice from other ICBs across the country around how local people can be involved in supporting committees and key transformation priorities of the NHS in Lancashire and South Cumbria.

This proposal describes how the ICB proposes to build on this insight to establish a group of community ambassadors who can contribute their perspectives as participants of the PIEAC and therefore strengthen the assurance and advisory role of the committee to support the ICB Board and NHS decision making. The ambassadors will also be able to support key transformation programmes offering early public perspectives and form a valuable network to influence and advise on continuous improvements in engagement and involvement activity.

It is proposed that an expression of interest process is run to draw upon the Citizen's Panel for members of the public to volunteer for Community Ambassador roles. These will then be assessed, and candidates selected by a panel drawn from the membership of the PIEAC. This would see them attending key meetings where public involvement is deemed necessary and appropriate as participants – particularly the PIEAC and clinical transformation programmes.

The paper includes details of the role description, expectations, support requirements and recruitment process.

Recommendations				
The PIEAC is requested to: <ul style="list-style-type: none"> • Note the contents of the proposal and supporting information • Endorse the proposed approach to establishing a network of Community Ambassadors to support PIEAC and transformation priority programmes 				
Governance and reporting (list other forums that have discussed this paper)				
Meeting	Date			Outcomes
ICB Executive	23.05.2023			The principle of recruiting volunteer ambassadors was endorsed
Conflicts of interest identified				
None				
Implications				
(If yes, please provide a brief risk description and reference number)	Yes	No	N/A	Comments
Quality impact assessment completed			✓	
Equality impact assessment completed			✓	
Privacy impact assessment completed			✓	
Financial impact assessment completed			✓	
Associated risks	✓			Risks have been identified and mitigated within the paper
Are associated risks detailed on the ICS Risk Register?			✓	
Report authorised by:	Neil Greaves, Director of Communications and Engagement			

Public Involvement and Engagement Advisory Committee – 28 June 2023

Community ambassador proposal:

Embedding public voice in the ICB Public Involvement and Engagement Advisory Committee and system transformation programmes

1. Introduction

- 1.1 Lancashire and South Cumbria Integrated Care Board (ICB) has a statutory duty to ensure that people and communities are involved in, and contribute to the decision making of the ICB. The public involvement legal duties require arrangements to secure that people are 'involved', and this can be in a variety of ways.
- 1.2 As an ICB we have put in place a number of arrangements to ensure that we are effective in meeting this duty which is set out in the ICB strategy for working in partnership with people and communities.
- 1.3 At the Public Involvement and Engagement Advisory (PIEAC) in February 2023, members held a workshop to capture views on how the public voice can be strengthened for the committee. Following this there has been discussions with a number of partners, including those in place, and capturing of best practice from other ICBs around how local people can be involved in supporting the PIEAC along with key transformation priorities of the NHS in Lancashire and South Cumbria.
- 1.4 This proposal describes how the ICB proposes to establish a group of community ambassadors who can contribute their perspectives as participants of the PIEAC and therefore strengthen the assurance and advisory role of the committee. The ambassadors will also be able to support key transformation programmes offering early public perspectives and form a valuable network to influence and advise on continuous improvements in engagement and involvement activity.
- 1.5 This work does not affect positive work being established in each of the places to develop networks and groups of members of the public to support place priorities and every effort is being sought to be joined up in this approach and ensure there is no duplication of effort and best practice approaches can be developed together with partners.

2. Community Ambassadors proposal

- 2.1 At the February PIEAC workshop, it was captured that committee members felt it is important for public voice to be added to the membership to provide an important perspective into the discussions. It was acknowledged that this will require support and training to ensure that they can participate fully. There are also a range of considerations and challenges for appropriately selecting or identifying members of the public to attend and how representative they can be of our diverse population. Initial thinking was that these members of the public should be drawn from each of the four places although there is not consensus of this approach and it is suggested an iterative approach is taken – with places able to benefit from this approach if it is successful.
- 2.2 There are additionally a number of clinical transformation programmes, such as stroke, head and neck cancers and CHC, where lived-experience or patient representatives have been embedded into the transformation work – which is good practice and aligns to the ten principles for working in partnership with people and communities. Some areas of clinical transformation already have volunteer members of the public involved in groups however this is not coordinated, and they are not receiving support to enable them to contribute effectively and understand the broader context of the system.
- 2.3 It is proposed that an expression of interest process is run to draw upon the Citizen’s Panel for members of the public to volunteer for the Community Ambassador roles. These will then be assessed, and candidates selected by a panel drawn from the membership of the PIEAC. This would see them attending key meetings where public involvement is deemed necessary and appropriate as participants.
- 2.4 A role description has been developed with clear expectations on time commitments which is included in Section 3. It is proposed volunteers are agreed on an annual basis. For clinical transformation programmes, good practice is to recruit patient voices from groups and VCFSE organisations which support those specialist areas and conditions.
- 2.5 Best practice will be adopted based on national guidance for paying expenses for lay members and members of the public and there is also an opportunity to link to local initiatives through local authorities, such as Time Credits in Lancashire which rewards community contributions without financial implications for the individual. The ICB is working with organisations such as Lancashire Volunteer Partnership for advice and guidance.
- 2.6 It is recommended that the Community Ambassadors would come together as an informal network who can advise the ICB and places collectively on engagement and involvement approaches. The communications and

engagement team will work with the group to develop this and it is hoped this can be coproduced with the ambassadors themselves.

- 2.7 More work needs to be coproduced with place teams about how this initiative may support places in the future. Initially it is proposed to recruit 6 x Community Ambassadors to specifically become participants of the PIEAC along with a number of targeted individuals with specific experience to support system-level transformation programmes. Additional ambassadors will be recruited to support clinical transformation programmes where appropriate to ensure there is relevant lived experience to make valuable contributions.

3. Role description and expectations

- 3.1 The key elements of the role description and expectations are set out below for the Community Ambassadors:
- 3.2 Community Ambassadors will be volunteers who are supported by NHS Lancashire and South Cumbria ICB to bring their own perspectives and a crucial public voice into discussions and meetings of the NHS in Lancashire and South Cumbria.
- 3.3 Community Ambassadors will help advise and shape the ways the ICB listens to and involves local residents and be encouraged to take part in discussions and workshops about how NHS services are developed and delivered - working with partners to improve the health, care and wellbeing of our residents.
- 3.4 Community Ambassador members will be invited to attend and participate in the NHS Lancashire and South Cumbria ICB Public Involvement and Engagement Advisory Committee (PIEAC) meetings which are held in person every two months in one of the ICB headquarters in either Preston or Lancaster.
- 3.5 Community Ambassadors will participate in the meetings by offering their opinion, insight, experience, advice and suggestions to support the PIEAC's role in providing the NHS Lancashire and South Cumbria Integrated Care Board with assurance on the discharge of the ICB's duty to involve.
- 3.6 Community Ambassadors will be trained and supported by the Communications and Engagement team to help them participate fully in meetings, including briefings ahead of each PIEAC to answer any questions or queries.
- 3.7 Community Ambassadors will be part of a wider Community Ambassador network which will support NHS work in areas such as improving and transforming services, engagement projects and listening events. The network will offer peer support and be supported by the Communications and Engagement team with an ambition to coproduce how it works.

3.8 Community Ambassadors will act in an advisory capacity as a sounding board to the ICB and those within the communications and engagement team leading engagement activities, helping to ensure that people from communities we serve are involved in coproducing engagement, and the outcomes of engagement. It is important that the individual is politically neutral and does not have a specific agenda or motivation for being an ambassador.

3.9 Community Ambassadors will be encouraged to get involved with health and care activities and events in their local areas (or places) and to promote the ICB Citizen's Panel which is an online panel of members of the public who agree to take part in surveys and research.

3.10 Community Ambassadors will demonstrate and comply with the [Nolan Principles of Public Life](#). This will be kept under review to ensure that Ambassadors regularly demonstrate these principles.

4. Recruitment process

4.1 An expression of interest form is attached at Appendix 1 which will be used to encourage volunteers to express an interest in becoming a Community Ambassador. This will specifically target members of the ICB citizens panel although increase promotion of this will be undertaken with an aim to encourage other members to register and express an interest.

4.2 Every effort will be made to review expressions of interest taking into account lived experience, which place area they are a resident of and any experience in similar volunteer roles. Those who express an interest will be reviewed by a panel including the PIEAC chair.

4.3 It is intended that recruitment for the volunteer community ambassadors would commence in July with participants expected to join the next PIEAC committee in August.

5. Next steps

5.1 This paper aims to capture views from the membership of the PIEAC in establishing a network of Community Ambassadors. This feedback aims to shape the approach taken and following any feedback, the programme will commence recruitment of volunteers.

6. Recommendations

6.1 The PIEAC is requested to:

- Note the contents of the proposal and supporting information
- Endorse the proposed approach to establishing a network of Community Ambassadors to support PIEAC and transformation priority programmes

Neil Greaves

Director of communications and engagement

21 June 2023

Appendix A:

Lancashire and South Cumbria Integrated Care Board Community Ambassador Expression of Interest Form

This form is for completion by members of the ICB Citizen's Panel who have an interest in supporting the ICB and its staff to deliver high quality involvement and engagement both across Lancashire and South Cumbria, and in local places. This expression of interest form will be reviewed to identify a group of Community Ambassadors as part of a pilot scheme. This Expression of Interest Form should be completed in conjunction with the advert and role description for the Community Ambassador roles.

Successful individuals will be requested to provide more details.

1. Personal information and contact details

Name:	
Employer and role (if applicable):	
Which Council area you are a resident:	
Email:	
Tel:	

2. Supporting statement

Please demonstrate below what you would bring to the role of Community Ambassador and its involvement with the ICB Public Involvement and Engagement Advisory Committee and the work of our engagement and involvement team. Please tell us why you think this is important.
(maximum of 500 words)

3. Conflicts of interest

Please identify any potential actual or perceived conflicts of interest not declared elsewhere. This may include public voice groups or campaign groups which you are connected to.
Any such declarations would not necessarily preclude an appointment to the role of community ambassador.

4. Declarations

I declare that:

- I believe that I meet the eligibility requirements for the role of Community Ambassador in Lancashire and South Cumbria in relation to public involvement and engagement including:
 - I live and/or work in Lancashire and South Cumbria
 - I am a Blackburn/Blackpool/Lancashire/South Cumbria resident (please indicate area of residence)
 - I am able to bring an understanding of patient and public engagement and experience
 - I have lived experience of a health condition or health services, as a patient or as a carer/relative
- I have read and agree to comply with the **Nolan Principles of Public Life** if selected,
- I understand the required time commitment needed to undertake this role, and am able to commit to this as part of my current role and responsibilities

5. Submission

Please submit this completed Expression of Interest Form to:

healthierlsc.communications@nhs.net by XXXXX

By submitting this form, you are agreeing for the information you have included to be retained for the purposes of the Nomination Process, and for your information to be retained in accordance with NHS retention rules. If you are appointed, your contact information will be retained for the purposes of this role, for the duration of the term served.

Appendix B: Advert for citizen panel members

Community Ambassadors for Lancashire and South Cumbria Integrated Care Board

NHS Lancashire and South Cumbria Integrated Care Board (ICB) is seeking to strengthen our involvement and engagement with people and communities by recruiting a number of volunteer Community Ambassadors to help embed the voice of local people, improve our connectivity to communities and add value to engagement and involvement.

In July 2022, the ICB Board approved a [strategy for working with people and communities](#) which aimed to support the ICB to put the voices of the people at the centre of decision making. This was based on the understanding that engaging and involving people in our communities will help to make best use of services to support health and wellbeing and to drive down health inequalities in Lancashire and South Cumbria. The strategy was developed with wide engagement with partners and local people.

Much of the engagement and involvement work across the NHS and in partnership with other health and care partners takes place in locally and within communities. To strengthen how we come together, decide how well this is working and shape how the NHS plans local involvement, we intend to launch a volunteer community ambassador initiative which we hope to develop over the coming months. These volunteers will take part in activities which help amplify public voice and local perspectives such as attending committee meetings, taking part in reviewing ways of involving local people and taking part in procurement exercises.

We are initially looking for a small group of three to five volunteer community ambassadors to support and advise the ICB through these roles. These will meet virtually monthly and will be regular attendees of our Public Involvement and Engagement Advisory Committee which meets in person every two months in one of the ICB headquarters in Preston or Lancaster. It is expected that the commitment is approximately three to four hours per month excluding travel time.

We will follow best practice based on national guidance on reimbursing expenses and should there be potential financial implications for individuals appointed to the roles, we will consider other good practice examples such as the use of Time Credits, which are used in Lancashire for rewarding community contributions without financial implications for the individual. (<https://www.lancashire.gov.uk/jobs/volunteering/lancashire-time-credits/>).

Applications should be made by reading the role description and completing the Expression of Interest (EOI) Form. The deadline for applications is XXXXX. Please email your application to: healthierlsc.communications@nhs.net

If you have any queries please contact: neil.greaves@nhs.net or david.rogers10@nhs.net