



SHAPING OUR FUTURE

Cornwall and the Isles of Scilly
Health and Social Care Plan

Title: Communications and Engagement Update Report for Cornwall and Isles of Scilly Sustainability and Transformation Plan – Shaping Our Future

Report to: Health and Social Care Scrutiny Committee

Date: 15th March 2017

Author: Garth Davies, Communications and Engagement Lead for Shaping Our Future programme

Approved by: Jackie Pendleton, Chief Officer of NHS Kernow Clinical Commissioning Group

Recommendation:

- 1) To note and provide comment on the update and next steps on the Shaping Our Future communication and engagement programme, including the publication of the engagement report on 15th March 2017.**

Communications and Engagement Update Report for Shaping Our Future

Introduction

In November 2016, all the major health and care organisations in Cornwall and the Isles of Scilly published a joint plan to improve local services over the next five years within the resources that are expected to be available. This programme known locally as 'Shaping Our Future' has three aims:

- Improve the health and wellbeing of the local population.
- Improve the quality of local health and care services.
- Deliver financial stability in the local health and care system.

The information published in November 2016 was a 'Draft Outline Business Case' and a summary document called 'Taking Control, Shaping Our Future: Cornwall and the Isles of Scilly Health and Social Care Plan 2016 – 2021'.

The documents were designed to communicate a broad set of priorities and proposals that could be discussed with local citizens to help shape the future of local services. Following the publication of the Shaping Our Future documents, the main health and care organisations embarked on an engagement programme to listen to the views of the local community to help inform the next stage of development which will include a full business case for any substantial service changes. This report provides a summary of the communication and engagement activity undertaken between November 2016 and February 2017, a summary of the main views expressed and the next next steps.

Summary of communication and engagement activity

Between November 2016 and February 2017, health and care organisations sought to communicate and engage with different communities across Cornwall and the Isles of Scilly on the 'Shaping Our Future' priorities and





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proposals. This was not formal consultation on specific options but in line with NHS England guidance and an early opportunity for a wide range of people to have their say on the emerging ideas and approach being taken.

Citizens were asked to give their views through a survey, through written responses or by attending a series of community and stakeholder events.

The Shaping Our Future priorities, emerging proposals and engagement opportunities were communicated through a wide variety of channels. Information was provided through the local media including a BBC Spotlight debate broadcast live on television and Facebook with a regional audience of over 300,000 people, a BBC Radio Cornwall debate, adverts in all the main local newspapers, radio adverts on Pirate FM for two weeks with a reach of 166,000 per week, a Facebook campaign including a short video which was viewed over 30,000 times as well as communication materials distributed in public places and through local partners and stakeholders. Further information was provided online at www.cornwall.gov.uk/shapethefuture which around 4,800 individuals visited from November 2016 to February 2017.

Over 25 community events were held which included Community Network Panel meetings to include local councillors alongside an extensive stakeholder engagement programme ranging from local patient groups, clinical and staff groups, carers support groups, volunteers, local charities, campaign groups, people with learning disabilities, homeless people, a day centre and a local school.

In response, over 5000 people directly engaged with the Shaping Our Future team in this period. This includes 1896 people who completed the survey, over 100 people or organisations who provided written responses and over 3000 people who attended community or stakeholder events. This is around 2000 people more than the first engagement phase in early 2016 which helped to form the 'Draft Outline Business Case'.

Summary of engagement feedback

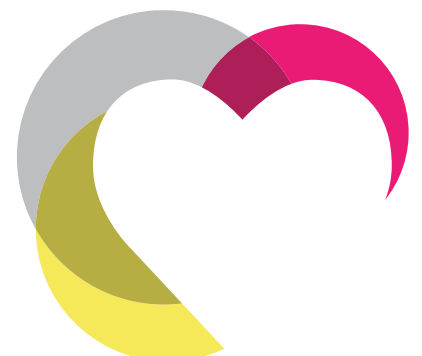
The Shaping Our Future communications and engagement lead is currently working with the University of Exeter to analyse the feedback received and provide a summary report by 15th March 2017.

Overall, it is clear that respondents support the priorities and case for change set out in the Shaping Our Future documents with many saying it is hard to disagree with the positive approach. It is also clear that respondents think the top priorities should be 'Prevention and improving population health' and 'Integrated care in the community'.

It is fair to say, however, that throughout the engagement period many people had lots of questions and concerns about changes to services and understandably want more information and details about the Shaping Our Future programme, particularly for their specific area.

The main opportunities people saw in the documents were:

- Investing in prevention strategies with people taking more responsibility for their own health and wellbeing but with guided support from local services.
- Technology with people wanting to see better use of information technology to communicate and support people, alongside data sharing between organisations to enable more co-ordinated care.





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- Improving NHS 111 and out of hours care which people thought would prevent more visits and admissions to Emergency Departments.
- Reducing bureaucracy and management teams with investment going into clinical and practitioner staff.

The main concerns people raised about the documents were:

- Financial with people wanting to see more investment in community services and many questioning whether the plans could be delivered within the budget set.
- Reduction in community hospitals with concerns about travel times or the impact on the major hospitals without any credible alternatives in place.
- Workforce with people wanting to see more investment in community staff and training.

The main gaps people raised about the documents were:

- Mental health with people wanting to see much more detail about care and facilities for people with mental health needs both adults and young people.
- Social care with people wanting to see much more integration between health and social care and more details provided within the Shaping Our Future programme.
- Children and young people's services with people wanting to see more alignment with the Shaping Our Future programme.
- Infrastructure and population growth with many people saying that the plans did not address in enough detail issues such as housing, employment and facilities to meet the needs of a growing population.

These priorities and themes will be covered in more detail in the forthcoming engagement report, including early indications of how the feedback will influence the next phase.

Next steps

The Shaping Our Future team will publish a summary engagement report on 15th March 2017. This will inform the next stage of development in the programme, including a full business case, comprehensive impact assessment and formal consultation plans on any substantial service changes. The Shaping Our Future team will reflect on the recommendations from the engagement report and present the findings to the local Health and Wellbeing Board on 23rd March 2017. The team will learn from the experiences of this second phase of engagement, expand the range of people involved in developing the specific plans and continue to work closely with NHS England, the local Scrutiny Committees, Clinical Senate, Clinical & Practitioner Cabinet and Patient Reference Group on plans for communication, engagement and formal consultation.

