



# Engaging with our communities

An overview of our work, what its told us and what we are doing in response

**July 2022 - March 2023**



## Using this document

This overview of our work, what its told us and what we are doing in response is designed to give a flavour of the varied work going on across Frimley Health and Care. It's not possible to capture everything so wherever possible we have provided links to further information, reports, case studies and websites.

Wherever you see this symbol  you can click on it to find out more.

## Contents

<b>How we work</b>	<b>2</b>	Working with People and Communities
	<b>3</b>	Join the Conversation – Our model
	<b>4</b>	Working with People and Communities Strategy
	<b>5</b>	How we work (and some examples)
<b>What we've heard</b>	<b>6</b>	Why we listen
	<b>7</b>	<b>Case Study:</b> Enhanced Access to Primary Care Services
	<b>8</b>	<b>Case Study:</b> Chronic Pain Services
<b>What we're doing in response</b>	<b>9</b>	Building partnerships: Integrated Care Partnership – System Strategy refresh
	<b>10</b>	Building partnerships: Integrated Care Partnership – System Strategy feedback
	<b>11</b>	Building partnerships: Frimley VCSE Alliance
	<b>12</b>	Building Partnerships: Working with Healthwatch
	<b>13</b>	Communicationg Change
	<b>14</b>	Service Transformation
<b>The future</b>	<b>15</b>	<b>Case Study:</b> Primary Care access campaign
	<b>16</b>	<b>Case Study:</b> Innovation funding for local communities
	<b>17</b>	Looking to the future / Contact us

## Working with People and Communities

Frimley Health and Care ICS has a strong reputation for working with people and communities, built on trust and long standing partnership work with a wide range of stakeholders. The ICB recognises that insight underpins and supports transformation. Delivery models are changing, and public involvement is essential. We are committed to being an organisation that delivers the best possible health and wellbeing outcomes for people who live within our local communities. This means adapting to new ways of working, ensuring a local focus but with the additional benefits of support, sharing good practice and learning across our system.

***“There are clear benefits to working in partnership with people and communities. It means better decisions about service changes and how money is spent. It reduces risks of legal challenges and improves safety, experience and performance. It helps address health inequalities by understanding communities' needs and developing solutions with them. It is about shaping a sustainable future for the NHS that meets people's needs and aspirations.”***

Working in Partnership with People and Communities: Statutory Guidance, NHS England, July 2022

What we're aiming for

Meaningful, consistent and timely involvement with local people and communities. Ensuring equality, diversity and inclusion is at the heart of thinking, planning and delivery.

Working in partnership with patients, carers, families and local people within their own communities brings a different perspective to our understanding and can challenge our view of how we think services are received and should be delivered in the future.

Why we believe in this

## Join the conversation - Our model

Our ambition is to build a different relationship with our communities and residents, harnessing existing strengths and community assets, local voices and services, to co-create targeted and tailored solutions

Consistently developing and sustaining partnerships with our key stakeholders allows for shared ownership, strengthened messaging, reduced duplication and more efficient working

Our Innovation Fund gives local people and organisations the chance to receive support and funding for new ideas and projects that can support health and wellbeing in our communities



We work to ensure we are accessible and inclusive in our communication, recognising the need to meet the needs of our diverse communities

Our Insight and Involvement Portal enables the public to discover opportunities for involvement and share insight on a wide range of issues

Meetings in public provide an opportunity to ask questions and hear directly from our system leaders as well as the chance to influence health and care priorities together

Our ambition is to co-design an alliance that will ensure the VCSE sector is realised as a strategic and delivery partner to support the reduction of health inequalities and transform health and care services for local people.

# People and Communities Strategy

- Prior to the formation of NHS Frimley Integrated Care Board (ICB) in July 2022, we began work on the development of our People and Communities Strategy - part of the NHSE requirements highlighted in new statutory guidance: 'Working in partnership with People and Communities'
- In May 2022, engagement took place involving local people, NHS partner organisations, Local Authorities, community development specialists, voluntary sector representatives and Healthwatch. This highlighted three key priority themes:

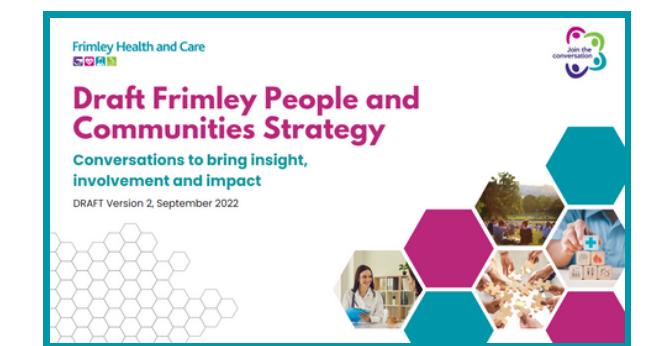
## Equality and inclusion

## Partnership working and shared leadership

## Reconnection with local people and communities

- The draft strategy has been shared with NHS England and will be shared with the Integrated Care Partnership (ICP) with the expectation that further refinement and engagement activity will take place throughout 2023. This will be linked to the development of the wider ICS strategy, to ensure we actively listen to communities as we establish new ways of working.

[Click here to access more information about the People and Communities Strategy](#)



[Click here to access the full guidance](#)

The strategy is split into the following areas that begin to outline our proposed approach, highlighting a number of tools, resources and opportunities available to both local people and staff:

- People and Communities
- Partnerships and relationships
- Delivering insight and involvement
- Empowering our people
- Demonstrating impact and outcomes



## How we work (and some examples)

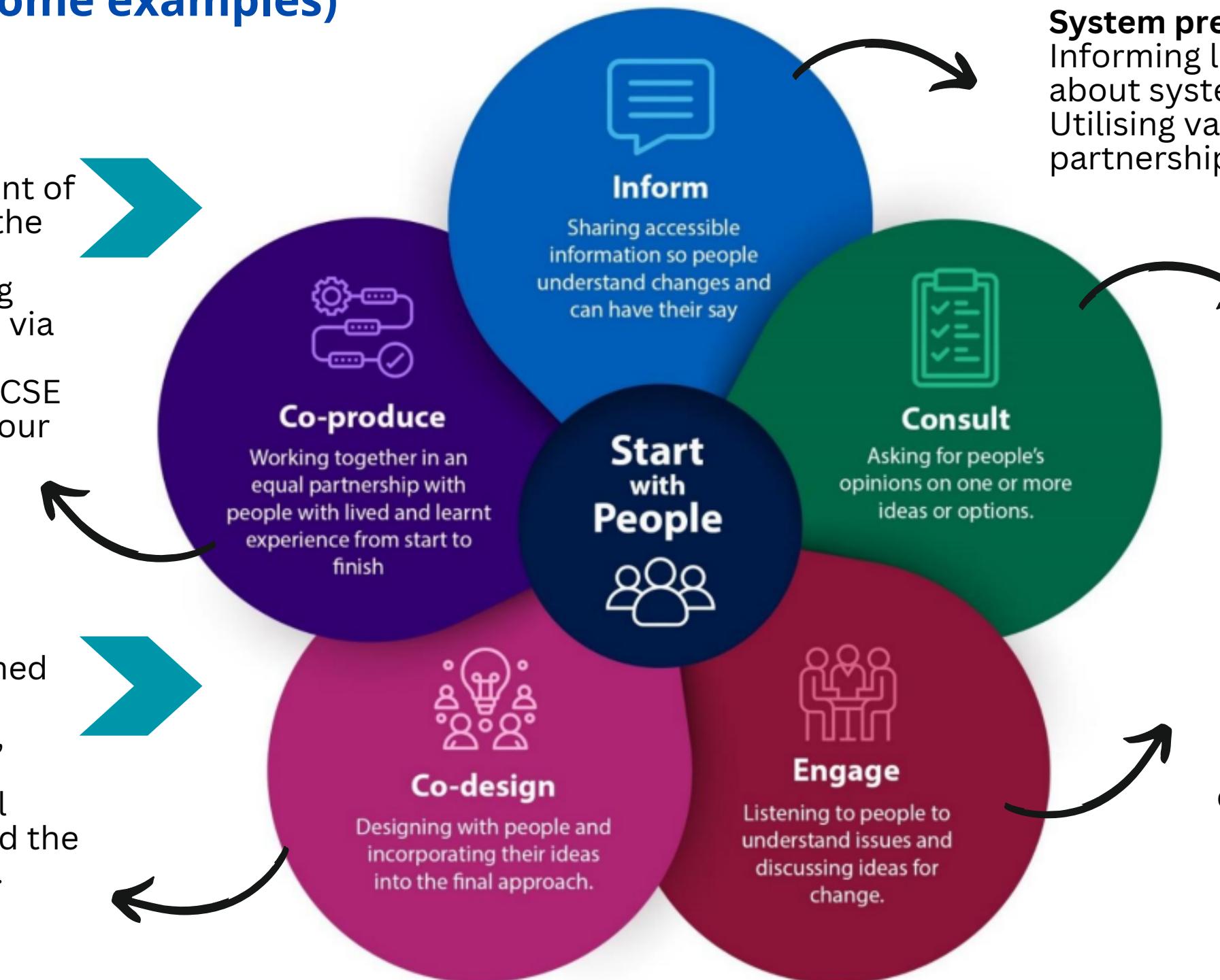
### Communications assets:

Continuous process of involvement of local people and stakeholders in the development of new messages, materials and approaches. Testing messages, sharing drafts, surveys via our Community Panel and partnerships with Healthwatch, VCSE and Local Authorities all support our ongoing asset development.

### Farnham Health Inequalities:

Partners across Farnham, convened by a Primary Care Network and including local health, social care, voluntary sector, Councils, community centres and police, all joined forces to better understand the needs of local people in Farnham.

Image from 'Guidance on working in partnership with people and communities' (NHSE, 4th Jul 2022)



We are committed to starting with people and working to best practice for involving our communities and recognising the right mix of approaches for our varied work.

## Why we listen

### Continued commitment to listening

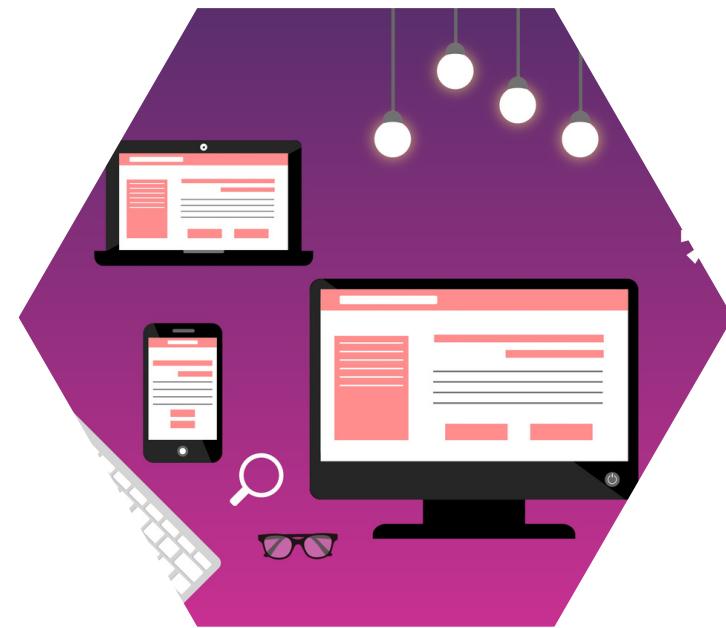
- We know the value of listening to all views, concerns and experiences to achieve the best outcomes for people and communities.

### Service change and transformation

- Increased system pressures resulting in longer waiting times across a range of services including A&E, GP services and 111
- Evolving Primary Care landscape with more digital access points, integrated staff teams and new ways of working.
- Changing models for Same Day Urgent Care (SDUC) services, offering people different choices and access points

### Increasing our understanding

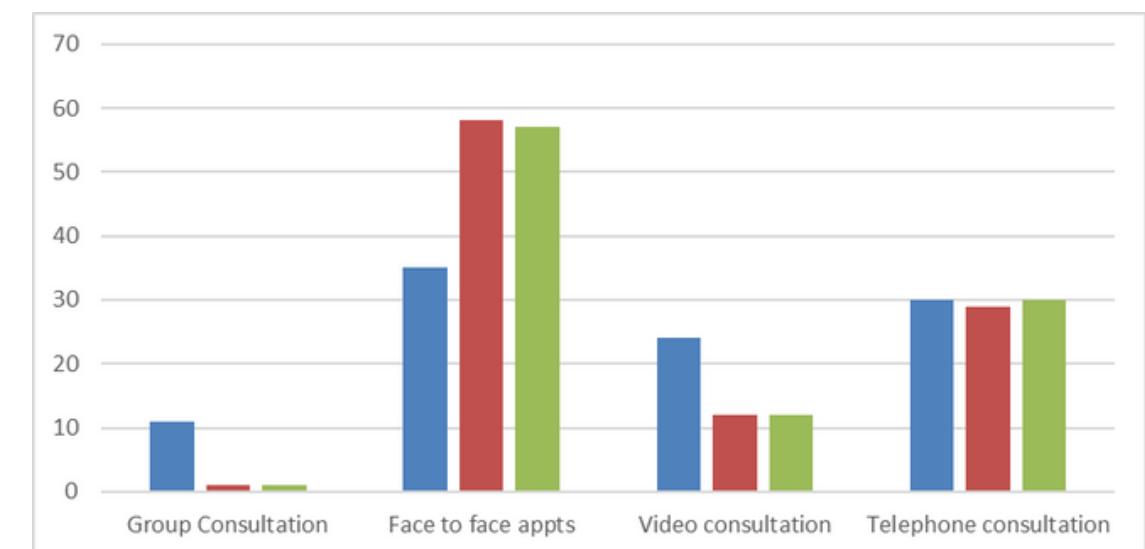
- Close partnership working with Local Authorities, Healthwatch and the voluntary Sector – sharing messaging, reducing duplication and testing assumptions
- Ensuring a 'local voice' – Testing multiple sources of feedback including reports from Healthwatch and national reports, surveys and recommendations.



## Case Study: What we've heard Enhanced Access to Primary Care Services

From October 2022, Primary Care Networks (groups of GP Practices) were required to provide enhanced access appointments between the hours of 6.30pm to 8pm Mondays to Fridays and between 9am and 5pm on Saturdays. To prepare for this we supported an extensive survey to engage with patients on their preferred times to attend appointments and to better understand the services that would be most beneficial during these enhanced access hours.

- We created a survey that was bespoke to each of our 16 PCN areas. This allowed for questions to reflect local needs and variation.
- Over **22,000** responses were collected across the Frimley geography that could be analysed at System, PCN and Practice level.
- The results showed an overwhelming preference for **face to face appointments, availability of appointments for blood tests and medication reviews and a preference for weekday evening and Saturday morning appointments.**
- The results were shared with Primary Care Network clinicians and project teams to support the development of their localised services that are now available consistently across Frimley. More information about the requirements can be found [here](#).



## Case Study: What we've heard Chronic Pain Services

A new Chronic Pain service is planned to launch in the second half of 2023-2024, providing a more integrated service that includes self-management and education as well as a range of support and care that is clinically appropriate to the needs of patients with chronic pain of differing complexity.

To support this work a programme of engagement was established to ensure input from local people with lived experience of chronic pain (including people currently accessing services and people who aren't)

- **Five focus groups**
- **Frimley-wide public survey**
- **Survey in different languages (Polish, Punjabi, Urdu and Nepalese)**
- **Communications and engagement task and finish group with patient representation**
- **35 people registered for further co-design involvement**
- **Final report due in April 2023**



### Key themes identified to date include:

- Impact of covid on access and lack of clarity on service availability after covid
- Need for holistic approach to treatment
- Long waiting times lead to seeking alternatives
- Lack of awareness of services available across Frimley
- Lack of communication/information sharing/signposting whilst on waiting list
- Importance of peer support

# What we're doing in response Building partnerships: Integrated Care Partnership (ICP)

## System strategy refresh

The Frimley Integrated Care Partnership, established in July 2022 is a joint committee between Local Authorities in the Frimley ICS geography and the NHS Frimley Integrated Care Board. At its core is an ICP Assembly, bringing together clinical and professional leaders of public sector, voluntary sector and charitable organisations which have an interest in improving the health and wellbeing of over 800,000 people who reside in the Frimley ICS geography.

In late 2022, the Frimley ICP Assembly brought together over 50 members of the ICP. Through a face to face facilitated workshop, Assembly Members from across the ICS met together to:

- Understand the journey so far on the development of the ICS strategy
- Explore what has changed since the co-production of the strategy in 2019
- Enable ICP Assembly members to co-design the key areas of focus for our ICS strategy refresh



**Frimley Health and Care**  
Creating healthier communities with everyone

**Creating Healthier Communities Strategy Refresh**  
**March 2023**  
Frimley Health and Care Integrated Care System

Bracknell Forest ○ North East Hampshire and Farnham ○ Royal Borough of Windsor and Maidenhead ○ Slough ○ Surrey Heath



## What we're doing in response Building partnerships: Integrated Care Partnership (ICP)

### System strategy feedback

Detailed feedback on each of the strategy ambitions was shared by the ICP members and then went through a further period of consultation in early 2023 to ensure engagement with a wide range of stakeholders including Health and Wellbeing Boards and Provider Boards and Committees. This was used to shape the overall Strategy refresh for 2023. Collective feedback included:

- The language, messages and engagement of the strategy need to be translated into something our population wants to embrace. We must hear the voice of our population to support co design of solutions
- The strategy must be inclusive of all partners to provide transparency and collective opportunity across the system
- Improved understanding of the current landscape and assets is important so we can make connections and understand multiple partner perspectives
- Stronger working with the voluntary sector is imperative
- The future is uncertain – we must be open and honest about the reality we face – both in terms of challenging economic situation and increased demand on services



[Click here for more information and to read a full version of the refreshed Creating Healthier Communities Strategy](#)

## What we're doing in response Building partnerships: VCSE Alliance



- ◆ Frimley Integrated Care System (ICS) is required to have a voluntary, community and social enterprise (VCSE) alliance, as a strategic partner in the system.
- ◆ A VCSE Alliance design Group has been established to co-design an alliance structure and vision and establish clear ways of working. This will ensure the VCSE sector is realised as a strategic and delivery partner as part of the new ICS structures, to support the reduction of health inequalities and transform health and care services for local people.

- ◆ To date we have:
  - Continued to build sustainable relationships
  - Developed a shared vision and values
  - Beginning the process of working out principles of joint working, and getting these recorded in policy documentation
  - Co-designed a business case for development investment and resources
  - Built strong leadership through a design group

Click on the logos of our VCSE Design Group partners to find out more:

## What we're doing in response Building partnerships: Working with Healthwatch

- Healthwatch are the independent national champion for people who use health and social care services. They are there to find out what matters to people, and help make sure their views shape and support the service offered.
- There is a local Healthwatch in every area of England seeking feedback from local people, helping people find the information they need about services in their area and encouraging health and social care services to involve people in decisions that affect them. Healthwatch share their findings publicly and with those with the power to make change happen, in the form of reports, updates and verbally in strategic meetings.
- NHS Frimley works with local Healthwatch organisations as key partners to better understand what they are hearing and how we can make changes as a result. We have an existing relationship but intend to build on this ensuring that Healthwatch are involved in emerging plans for an Integrated Care Partnership (ICP) in Frimley. Alongside other stakeholders, as part of an ICP, Healthwatch will play a part in driving the future direction of the NHS Frimley.
- We publish key Healthwatch reports on our Insight and Involvement Portal. recent work includes Staff and patient views on access to GP-Led Services, 'Waiting for Hospital' reports and all of our Local healthwatch Annual Reports.

[Click here for detailed Healthwatch reports and information about how they have informed our work](#)



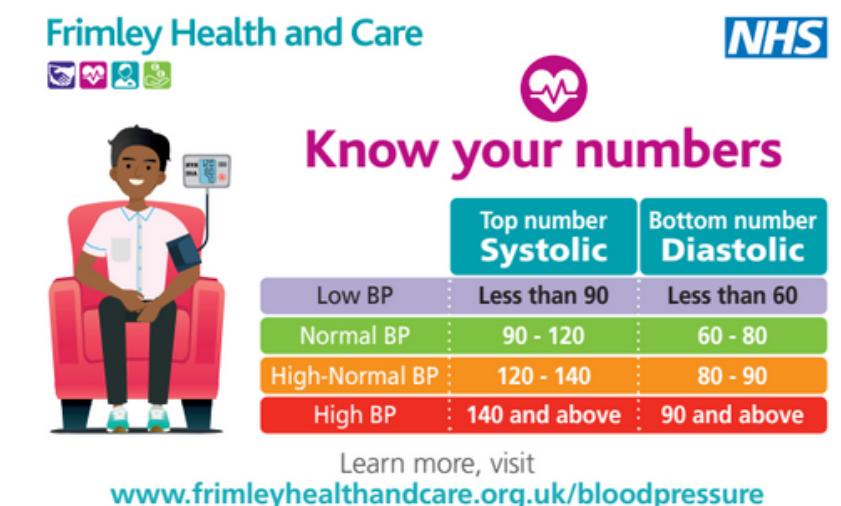
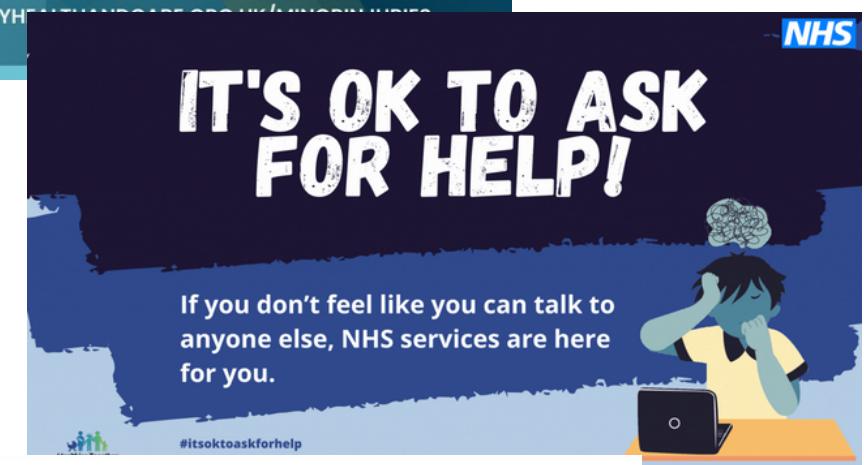
**local healthwatch**  
working together

## What we're doing in response Communicating change

- A range of communications materials, both internal and external, have been/are continuing to be produced for GPs and partners across the whole system to be able to tell one consistent story to patients. Most recently this has included campaigns on primary care access, children and young peoples mental health services and blood pressure and hypertension.
- A communications escalation plan has been developed to ensure consistent messaging across partners at various levels of demand/system pressure.
- A Communications Resource Centre has been set up on the Frimley Health and Care website containing downloadable assets for each campaign to encourage sharing via social media channels, websites and newsletters.

Click here to  
find out more 

Click the icons to access  
our social media channels 



## What we're doing in response Service Transformation

NHS Services are undergoing transformation across Frimley. Primary care development and the transformation of same day urgent care services, will offer a wide range of community-based health and care services meaning that residents will only have to tell their story once. They will have access to local, well-coordinated, safe and high-quality individualised care, which will offer choice, control and the best possible health, care and well-being outcomes from better primary care settings. Benefits include:

- **local delivery of integrated health and social care**
- **patients will be able to access the right setting of care at the right time**
- **effective use of premises making better use of clinical space and technology**
- **healthy premises supporting people to live and work well**
- **Decisions made in the right place with the right people.**



To support this work we are ensuring that local people and stakeholders are regularly informed of developments via written briefings from local councillors, MPs, Healthwatch and Voluntary sector colleagues. We have also held a series of virtual stakeholder briefings so that people can ask questions, share ideas and raise concerns. We have a wide range of information about this work available on our Insight and Involvement Portal and we will be carrying out localised engagement work with local people and communities throughout 2023.

Local transformation updates will be shared  
via our Insight and Involvement Portal





# Case Study: What we're doing in response Primary Care Access Campaign

The campaign which ran from Jan–March 2023 had the following aims:

- Challenge patients perceptions and expectations that primary care is not open and reassure patients that primary care is open, available and here to care for you.
- Increase awareness of various roles within primary care.
- To inform patients of how these alternative professionals can support with care.
- To help patients understand how they can access primary care services in different ways (online, telephone, face to face), at different times (enhanced access/out of hours) and the differences from routine and on the day need.
- Influence patient behaviours by redirecting to appropriate members of the primary care team.
- We also targeted our communities with translated assets in Urdu, Punjabi and Polish



**Total Clicks: 12,481**

**Average time on page: 2 mins**



**Total Reach: 634,000**



**Total Impressions:  
1,633, 491**

**Click here for  
campaign resources**

Frimley Health and Care

**Get  
help from  
your expert  
GP team**



Frimley Health and Care

**Get help  
at your  
fingertips**



Frimley Health and Care

**HUMA  
CARE NAVIGATOR,  
GP PRACTICE TEAM**  
Your local health team  
We're here to help  
  
**Get help  
from your  
expert  
GP team**

Frimley Health and Care

**AMARPREET  
CLINICAL PHARMACIST,  
GP PRACTICE TEAM**  
Your local health team  
We're here to help  
**ਤੋਂ ਮਦਦ  
ਲਓ। ਆਪਣੀ  
ਮਾਹਰਿ  
ਜੀਪੀ ਟੀਮ**  
**Get help  
from your  
expert  
GP team**

Frimley Health and Care

**Get help from  
your local GP team**

Your local GP team is here to support you. There are now more ways to get in touch and receive the support you need.



- Download the NHS App – where you can access a range of services including ordering your repeat prescriptions and viewing your medical record
- Complete a convenient online consultation for your GP Practice and receive a response within 48 hours
- Download the Frimley Healthier Together app or visit the website for support and advice on caring for your unwell child at home.

Frimley Health and Care

**Get help  
from your  
expert  
GP team**



## Case Study: What we're doing in response Innovation Funding for local communities

The Innovation Fund was established in North East Hampshire and Farnham in 2017, the funding aims to give local communities the opportunity to suggest small innovative projects that could have a big impact on local health and wellbeing, capturing community energy and enthusiasm for real health benefits.

In 2021-22 the fund expanded to cover Surrey Heath and East Berkshire. All funding is supported by local cross-organisational steering groups with representation from local people, voluntary sector, Healthwatch, local authority and CCG staff. 34 projects have now been funded.

Since 2022, new partnerships continue to develop including:

- A new £135,000 fund in Bracknell Forest in partnership with the Local Authority
- The third stage of funding recently took place in RBWM in partnership with the Local Authority
- NHS Frimley is a partner in the #OneSlough Community Fund, awarding 18 projects in 2022-23

Click here to  
find out more



NHS  
Frimley

healthwatch

RUSHMOOR  
BOROUGH COUNCIL

Hampshire  
County Council



Voluntary Action  
South West Surrey

Slough  
Borough Council

YOUNG HEALTH  
CHAMPIONS

sloughcvs  
www.sloughcvs.org.uk

involve  
MAKING A DIFFERENCE LOCALLY  
in BRACKNELL FOREST & WOKINGHAM BOROUGH

ROYAL BOROUGH OF  
WINDSOR &  
MAIDENHEAD  
www.rbwm.gov.uk

Bracknell  
Forest  
Council

#OneSlough

## Looking to the future

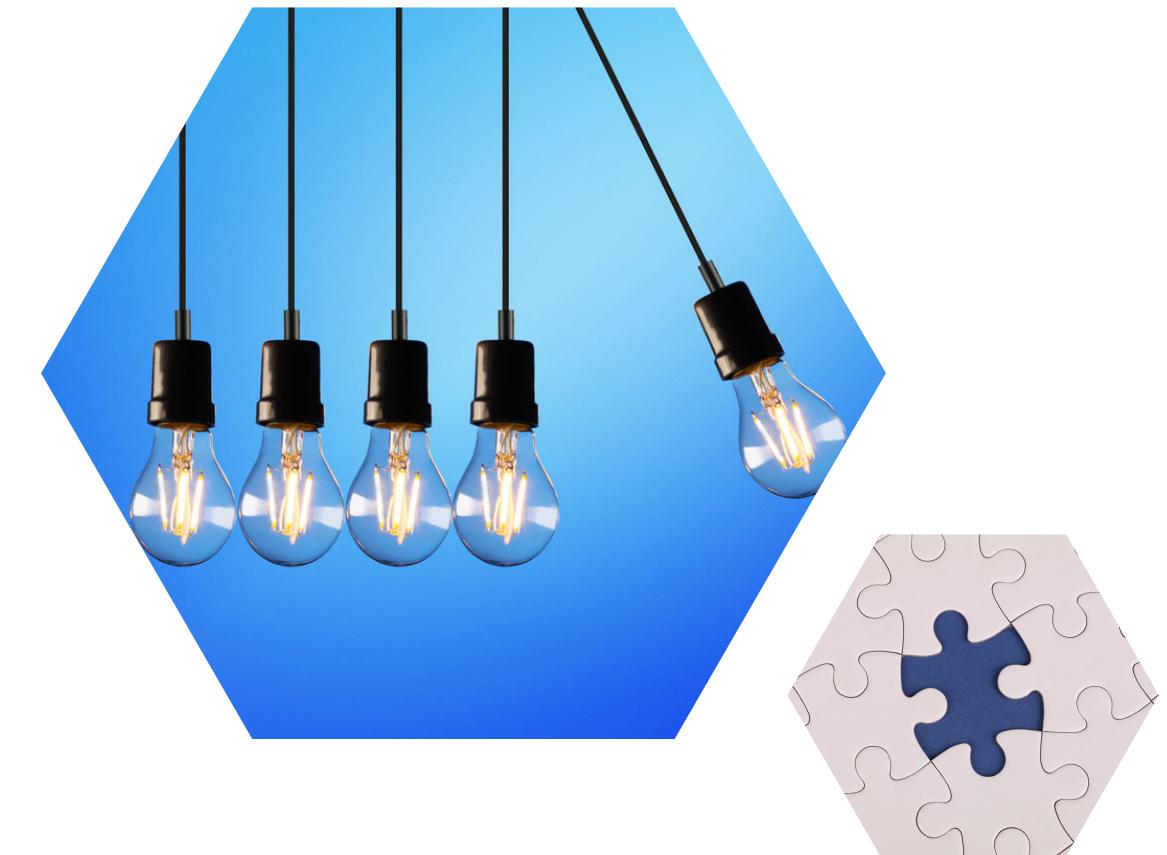
### Priorities for 2023/24 include:

- People and Communities Strategy delivery
- Continue to refine our activities to reflect the uniqueness of the communities we serve
- Continue to strengthen our partnership approach
- Explore system Insight bank
- Develop VCSE Alliance
- Community panel refresh and integration

## Insight & Involvement Portal

You may wish to visit and register on our Insight and Involvement Portal. The portal offers the chance to discover current opportunities to get involved and share ideas, ask questions, interact with quick polls and surveys and join our online Community Panel.

[Click here to register on the  
Insight and Involvement Portal](#)



## Contact us

If you would like to know more about his work or have any questions please contact the communications and engagement team:  
[frimleyicb.insight@nhs.net](mailto:frimleyicb.insight@nhs.net)