



Engaging with our communities

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

January-July 2022



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.

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New Statutory guidance for working in partnership with people and communities

New health and care legislation has seen the creation of Integrated Care Boards (ICB's). These are the statutory NHS organisations which will work with partners across the Integrated Care System (ICS) in collaboration with local people and communities, to improve health outcomes for everyone.

The new 'Statutory guidance for working in partnership with people and communities' (NHS England, 4th July 2022) states:

"People and communities have the experience, skills and insight to transform how health and care is designed and delivered. Working with them as equal partners helps them take more control over their health. It is an essential part of securing a sustainable recovery for the NHS following the pandemic. The ambition is for health and care systems to build positive and enduring relationships with communities to improve services, support and outcomes for people."

Click here to access
the full guidance



Engaging 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. 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.

The impact of the pandemic has been felt by everyone and it's important that we understand the difficulties people are facing, whether they be related to health, housing, finances or family. We will empower, support and work in partnership with communities in tackling inequalities recognising that local people know their own communities best.

Investment in communities is an essential part of this and a number of successful programmes of work have already demonstrated how this can have a positive impact.

As we continue wide ranging transformational programmes of work, it is vital that we are listening to the views of local people and involving them in decisions being made that impact on them and their families and wider communities.



[Click here to find out more on the Frimley Health and Care website](#)

NHS Frimley has adopted the following model developed by NHSE. This recognises the importance of utilising the right approach to communication and engagement at the right time. We know that some people want more involvement than others and that on some occasions clear accessible and timely information can be just as important as opportunities for more in depth co-design and co-production work.

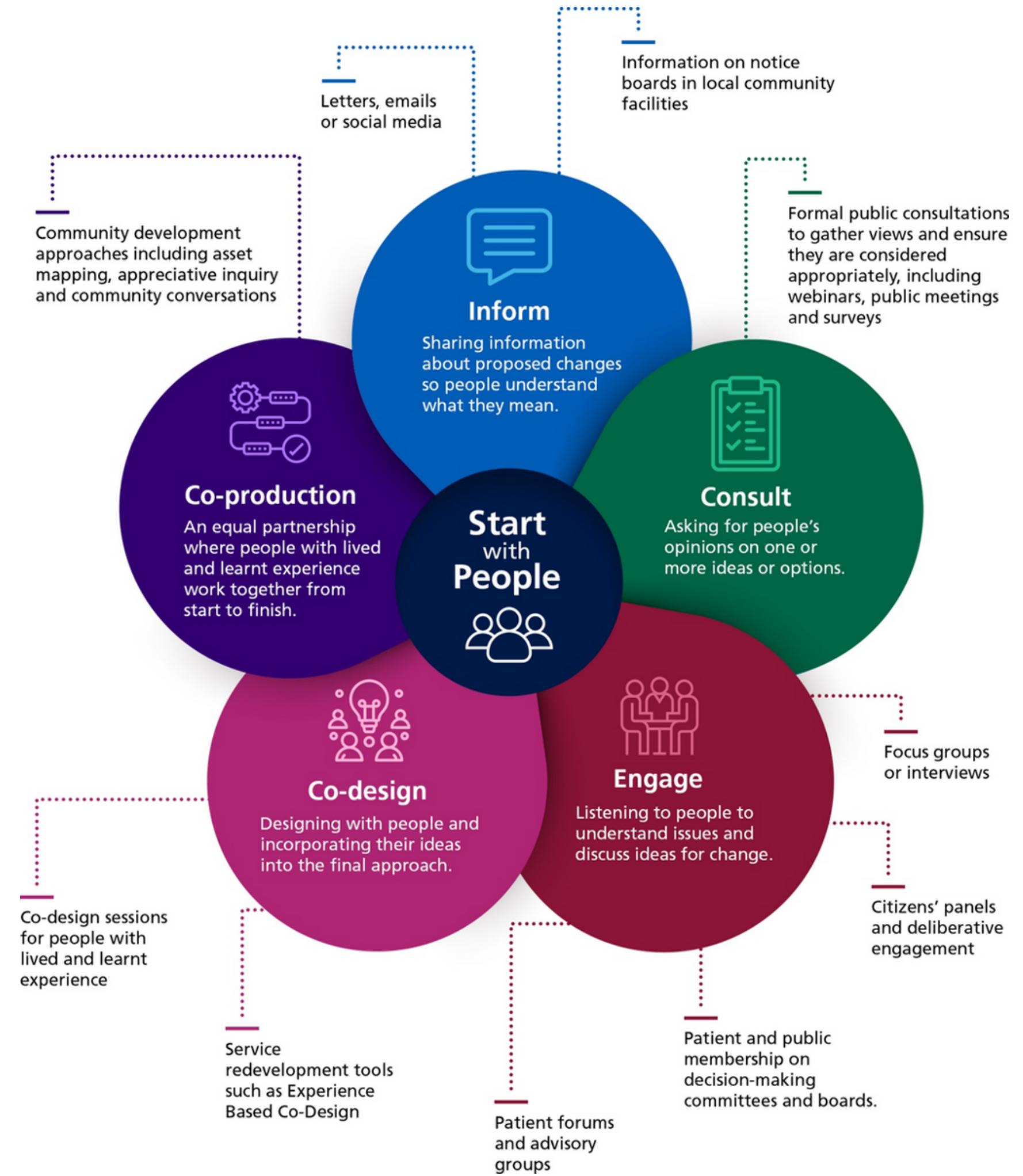


Image from 'Guidance on working in partnership with people and communities' (NHSE, 4th Jul 2022)

Continued commitment to listening

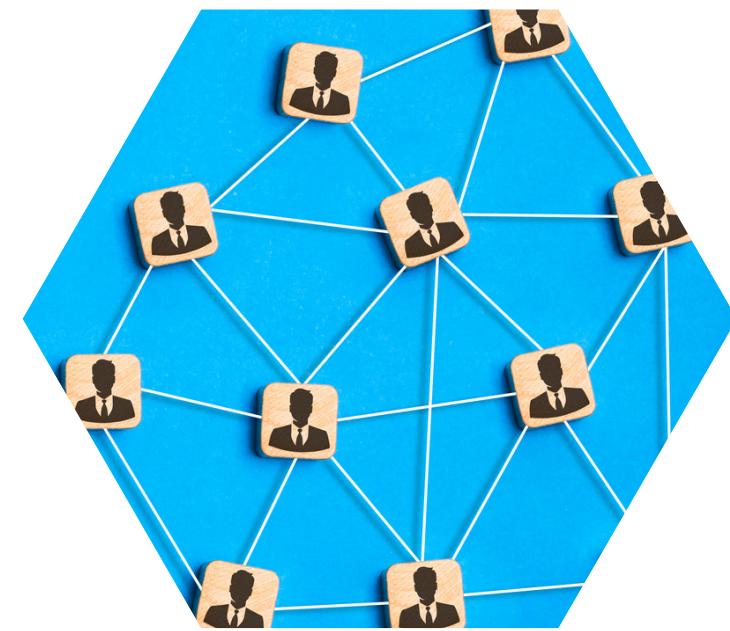
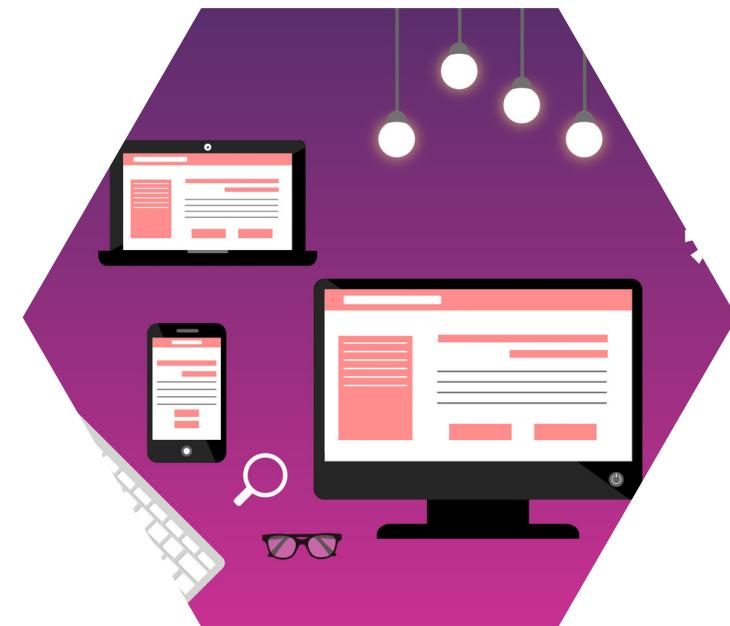
- We know the value of listening to all views, concerns and experiences to achieve the best outcomes for people and communities.

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 as a result of the pandemic
- 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.



How we listen

Over the past 6 months we have carried out wide ranging engagement to better understand the views of local people about access to health care services

- Digital access to Primary Care**
Over 600 responses to survey

[Click here to find out more](#)

- Help us to Help you**
Ongoing survey and testing of resources to better understand where and how people seek information and to improve awareness of support and services

[Click here to find out more](#)

- Same day urgent care (SDUC) focus groups**
Four focus groups with people identified as more frequent users of SDUC services

[Click here to find out more](#)

- Healthwatch website and phone line review**
Healthwatch review of all Practice website and answer phone messages

[Click here to find out more](#)

- Healthwatch patient and staff survey**
Survey focussed on Access to GP led services. Over 800 patients across Frimley took part

[Click here to find out more about our work with Healthwatch](#)

healthwatch



How we listen

Partnership working

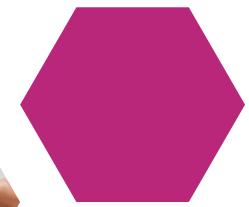
Committed partnership approach between Local Authorities, Healthwatch, Public Health and the Voluntary Sector. This enables sharing of insights and coordinated approaches to addressing shared priorities

Social listening

Continued listening across social media channels to better understand the views of local people around access to services

Innovation fund and NHS charities projects

Continued commitment to supporting local community projects with a focus on health and wellbeing. Building lasting relationships, encouraging a range of evaluation methods to ensure sustainability.



Click here to
find out more



Click the icons to access
our social media channels



What we've heard

Access to services

Similar themes were common across all of the feedback we received. This includes...

- People consistently told us that they were confused by multiple entry points to care, including GP practices, Urgent Care Centres and Walk-in Centres, NHS 111, 999, and Emergency Departments (A&E).
- People also told us that they are confused by the variation in services, including the level of care provided and different opening times.
- The majority of patients said that they want to access urgent care through their own practice, however their current experience of primary care is variable. Patients are reporting that access to primary care has got worse during the pandemic.
- Digital access is welcomed by the majority of users, some find it too complicated or confusing



What we've heard People and communities

- There is a strong need to reconnect with neighbourhoods and communities – they feel they don't know what is currently going on
- The NHS is a trusted source of information but there is less awareness of localised sources of information
- Partnership working in a different way is powerful – shared leadership and ownership of issues is important
- Communities want to help themselves but often find it overwhelming or difficult to prioritise. Cost of living, awareness of local services and existing personal commitments were all key factors.
- We still need to work harder to reach people – including accessible materials and making time to have a presence in local communities

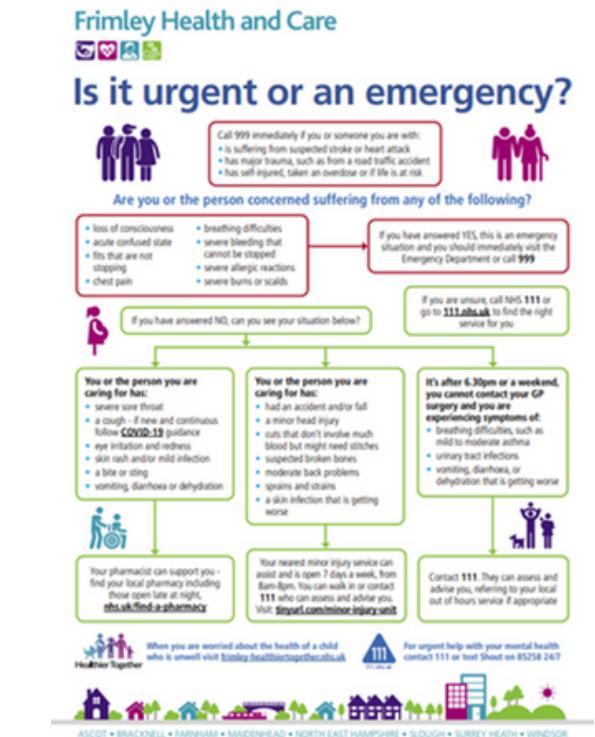


What we're doing in response Communicating change

- 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. A series of short animations help patients to understand the how their GP surgery is working for them.
- 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 



What we're doing in response Building partnerships and creating new ones

- Building on existing relationships and creating new ones – Including partnership working groups across the whole of the Frimley Health and Care system (e.g. Healthwatch, Voluntary Sector, Communications Leads) as well as more local Place based partnerships (e.g. Community Development in Bracknell, Health Champions in Slough, Comms and Engagement Leads in RBWM, Living well in Farnham PCN partnership)

[Click here to find out more about the award winning 'Living Well in Farnham' Project](#)



- Continuous conversations to support community projects who have received community funding – celebrating successes and measuring impact
- Working alongside Frimley Leadership Academy, Frimley Training Hub and national organisations such as Traverse, The Consultation Institute and The Picker Institute to training our workforce to improve engagement expertise and to ensure staff can support patients to access the right service, first time.

[Click the logos of our training partners to find out more](#)



Frimley Academy
Leadership, Culture and Improvement



Frimley Training Hub
supporting the development of the primary and community care workforce



The
Consultation
Institute

What we're doing in response Transformation of services

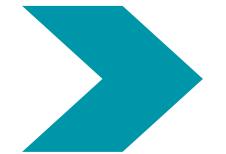
- Improved practice websites with clearer information about where and how services can be accessed.
- Alternative sources of information for minor injury and minor illness, including the Frimley Healthier Together website focused on children's health, for parents and families. [Click here to find out more](#) 
- Improved practice telephone systems with more capacity for incoming and outgoing calls, responding to patient feedback about the difficulty in getting through on the phone.
- Rapidly expanded online consulting tools that give alternative routes for administrative requests and access to routine appointments, freeing up telephone systems for those who need to use them.
- Continuing to recruit and develop our expanded workforce and providing additional funding during periods of increased demand, for additional workforce.
- Developing more services at scale to make best use of the new workforce across all our practices and provide consistent and reliable service offers.

These changes are still being implemented. Some people may have already seen improvements and our intention is that everyone will see improvements during this calendar year.

Looking to the future

We are now looking to the future and seeking feedback on our ambitious new 'Frimley People and communities Strategy'. In it we outline a proposed approach and delivery model. Alongside the draft strategy itself, we have compiled some useful additional information, developed by The Kings Fund, that helps to explain how these changes impact the way the NHS is working.

[Click here to view the strategy and provide your feedback](#)



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:
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