



# Engaging with our communities

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

Produced February 2024



## 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**

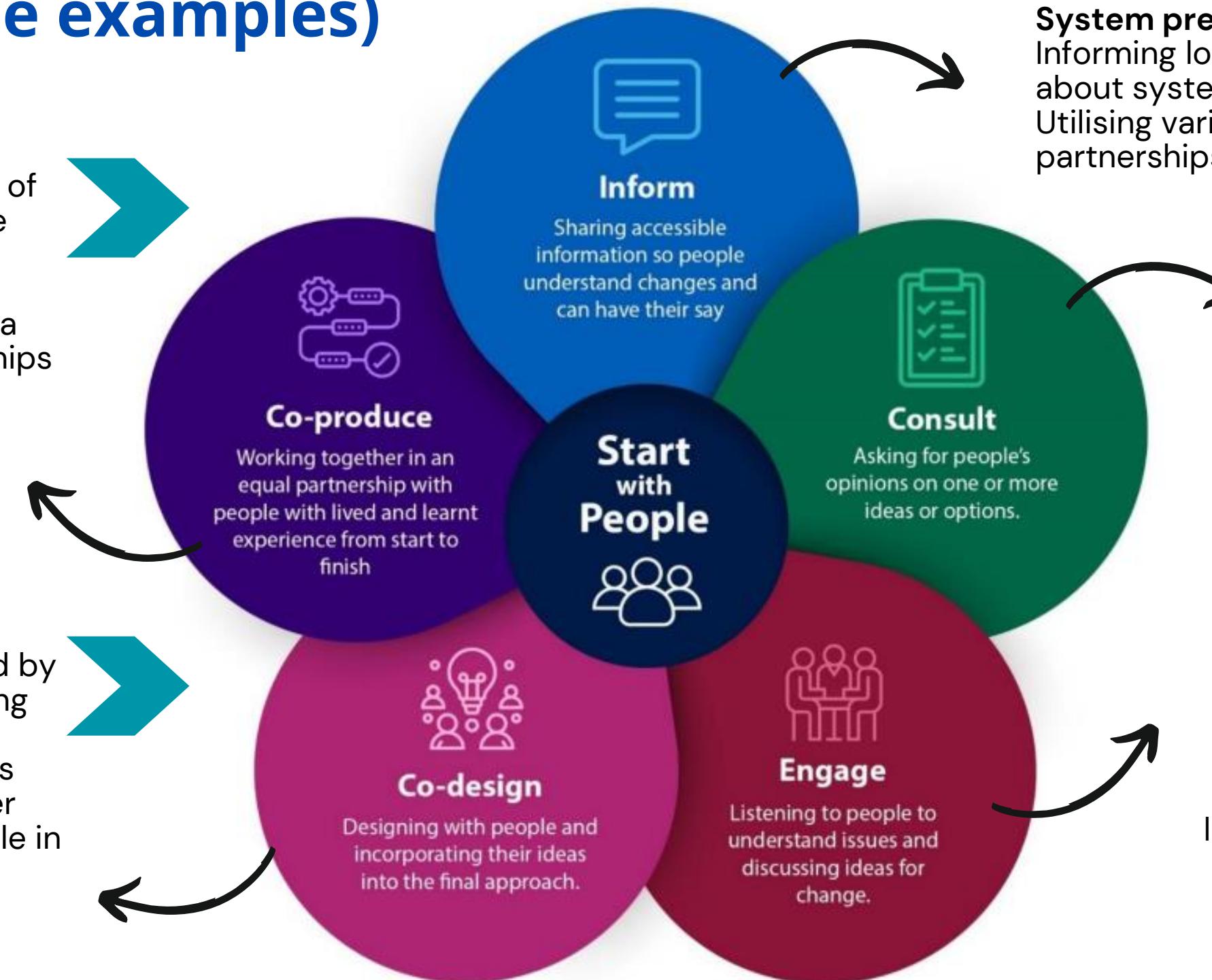




## How we work (some examples)

### 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)

### System pressures:

Informing local people and communities about system pressures over Winter. Utilising varied approaches, stakeholder partnerships and accessible materials.

### Enhanced Access in Primary Care:

To support decision making around enhanced access offers in Primary Care we developed a survey template which could be tailored to each PCN. Over 20,000 responses were captured and shared at PCN and Practice level to support the planning process.

### Chronic Pain Pathway redesign:

To support this work a programme of engagement was established to ensure input from local people with lived experience of chronic pain. This work included focus Groups, surveys and patient representation in task and finish groups.

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

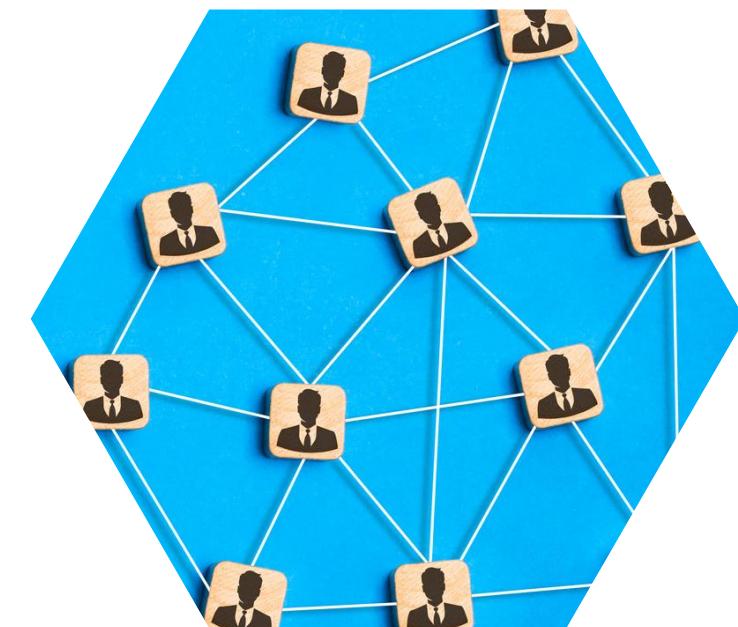
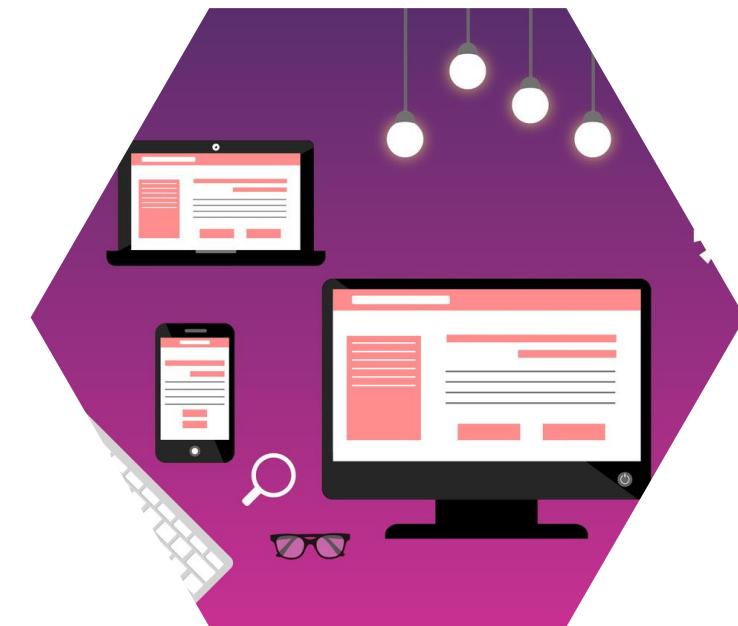
- We know the value of listening to all views, concerns and experiences to achieve the best outcomes for people and communities.

## 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.



# How we listen Refreshing our Online Community Panel

The Frimley Health and Care Online Community Panel is one way of ensuring local people and communities are at the heart of our decision making.



We are actively recruiting to the panel – we currently have over 310 members.

## Community Panel Surveys – Flu Vaccinations

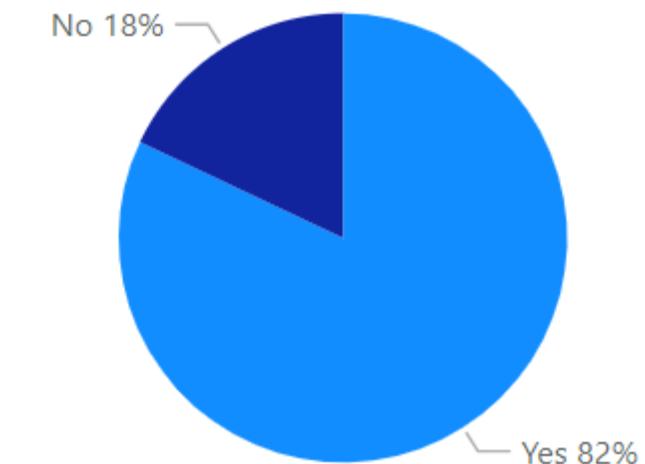
The survey ran from 29 September – 10 November 2023. We had a total of 190 responses.

This survey was designed to help us better understand:

- how aware people are of the flu vaccination
- eligibility criteria for free vaccinations via the NHS
- likelihood of receiving a vaccination this year
- views and feedback on why people feel the vaccine is important and any reservations that people have about receiving it

The results of the survey have been shared with the teams responsible for developing the vaccination programme in Frimley.

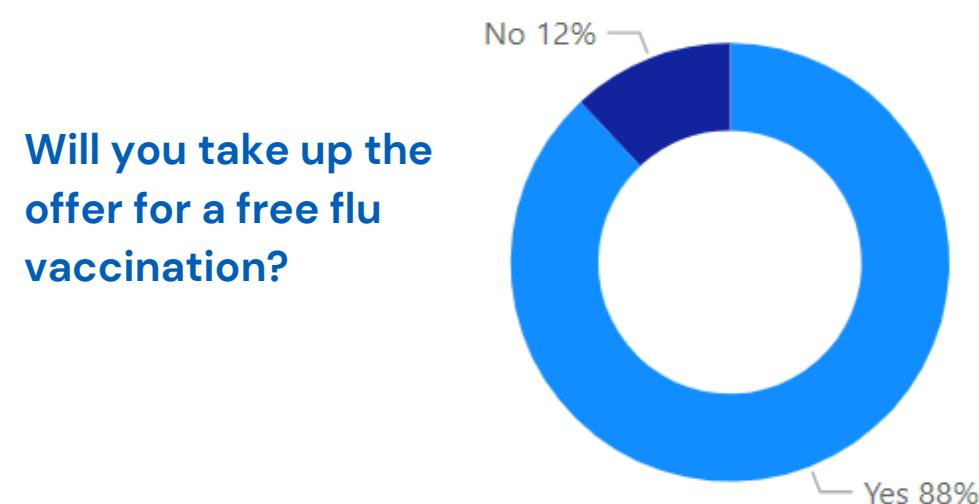
Are you entitled to the free flu vaccination?



Don't believe it's beneficial  
They don't like being vaccinated

They don't like being vaccinated

Worried about side effects



Will you take up the offer for a free flu vaccination?

<https://www.frimleyhealthandcare.org.uk/media/5613/flu-vaccination-survey-results.pdf>

## Community Panel Surveys – Hypertension

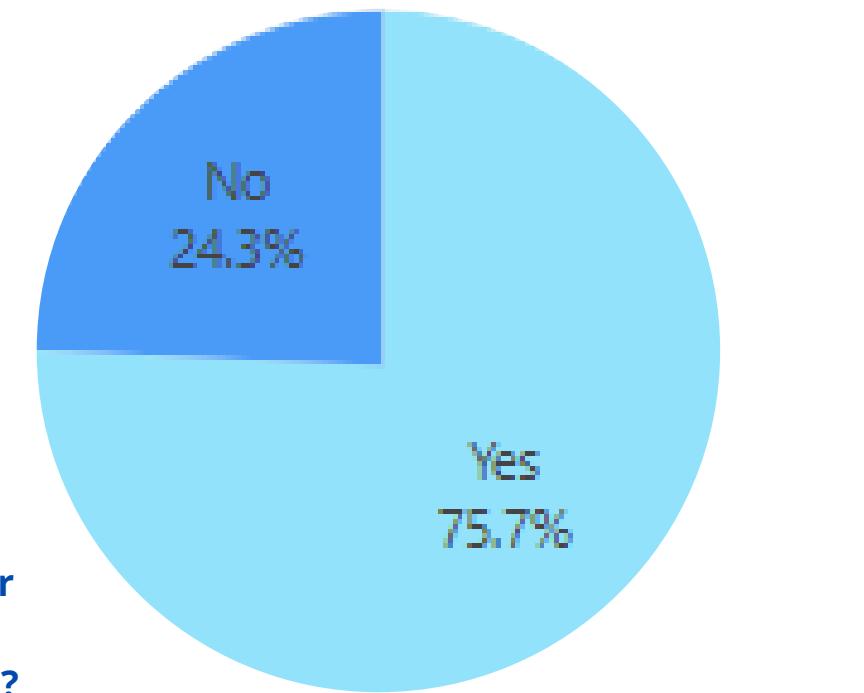
The survey ran from November – December 2023. There was a total of 104 responses.

This survey was designed to help us better understand:

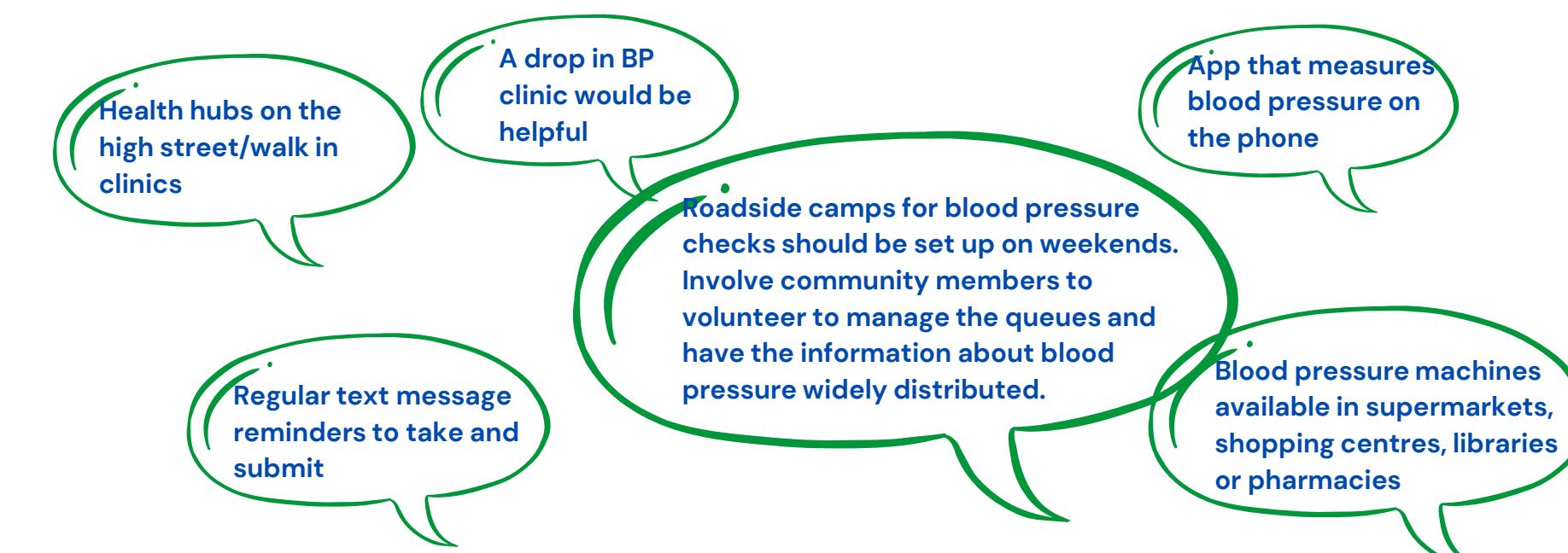
- if people know what their blood pressure readings are
- how often people check their blood pressure, and if they don't check why
- if people know the causes of high blood pressure
- where people get their information on blood pressure from

The results of the survey will be shared with the teams responsible for the Living Well Frimley Health and Care ICS ambition.

Do you know what your blood pressure is?



What could be done to make it easier for local people to monitor and lower/maintain their blood pressure?



<https://www.frimleyhealthandcare.org.uk/media/5790/hypertension-survey-online-community-panel-results.pdf>



# Case Study: What we're doing - Addressing gaps and inequalities

## Innovation Funding for local communities

NHS  
Frimley

The Innovation Fund started as an idea from a local resident and aims to give communities the opportunity, support, courage, and funding to suggest and progress innovative ideas that could have a big impact on the health and wellbeing of local people.

Over the years the fund has grown to new areas within the Frimley Health and Care Integrated Care System (ICS), and the impact has been clear to see. By providing opportunities for our communities to find their own solutions to local health and care issues, we can develop models from the ground up alongside local people, supporting gaps in health inequalities in a different and more impactful way, capturing community energy and enthusiasm for real health benefits.

- In 2023 a new £135,000 fund in partnership with Bracknell Forest council awarded to 11 community projects.
- The third stage of funding recently took place in RBWM in partnership with the Local Authority
- NHS Frimley is currently partnering with Hampshire County Council to award grants of up to £4999 to community organisations in North East Hampshire

[Click here to find out more](#)



healthwatch

RUSHMOOR  
BOROUGH COUNCIL

Hampshire  
County Council



Voluntary Action  
South West Surrey

Slough  
Borough Council

YOUNGHEALTH  
CHAMPIONS

sloughcvs

invoLve  
MAKING A DIFFERENCE LOCALLY  
in Bracknell Forest & Wokingham Borough

ROYAL BOROUGH OF  
WINDSOR &  
MAIDENHEAD  
WWW.RBWM.GOV.UK

Bracknell  
Forest  
Council

#OneSlough



# How we listen Case Study: Supporting national plans

## Localising the Recovering Access to Primary Care Plan

NHS  
Frimley

Build on insight and feedback, we have developed a distinctive and flexible campaign identity, using local primary care team members, creating a cohesive and recognisable look and feel that responds to what local people have told us.



Here to help! Your GP practice team **NHS**

- Contact us online, on the phone or in person
- Appointments 8am-8pm and at weekends
- Contact NHS 111 out of hours or if you are unsure



### What we already knew – local population insight

#### Barriers: Digital survey (Oct/Nov 2021) & Enhanced Access survey (Summer 2022)

**Choice** – Too many options, confusion, hard to know where to start

**Registration** – Systems difficult to navigate and once in passwords forgotten and the process to reset too challenging

**Consistency** – Differences in the offer across the geography

**Process** – What happens and where does it go? How is data stored?

**Impersonal** – 'I want to know I've been heard'

**Confidence** – Having access to the internet is not the same as knowing how to use it

**User experience** – Difficult to navigate, not intuitive, repetitive questioning and feeling irrelevant to issue

#### Barriers to access and local sentiment – Community focus groups (May 2023)

**Top down approach is not bringing people along** – We are being told what to do but not helped to understand how to do it

**Lack of confidence** – Patients try to do as asked but the system doesn't work or they don't understand

**Exclusion** – those who can't or won't are falling through the cracks

**Over burden of personal responsibility** – People are expected to find their own answers often at a time when they need the most support

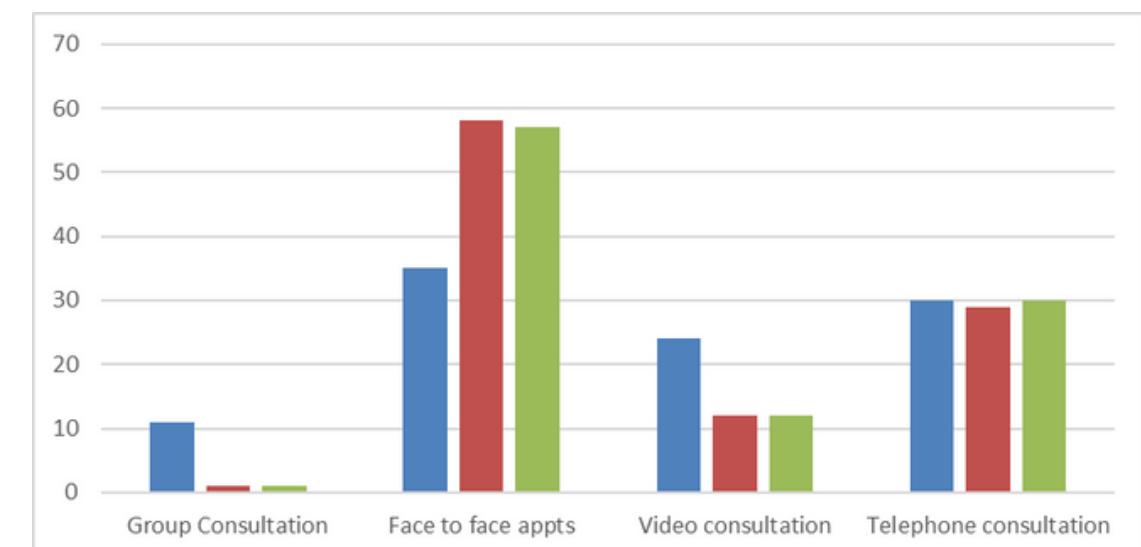
**Perceptions** – PC is over subscribed my need is not great enough, PC is over subscribed they won't have time to see me anyway, I don't understand the role of the other professionals, I don't trust the other professionals in the team

**Inequalities** – personal circumstances are not taken into account – travel options, communication requirements, support needs.

## What we knew - 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](#):



## What we knew – Social listening

Works well

Can't get through  
on the phone,  
long waits

When it works -  
sometimes it  
doesn't work

Thanks for sharing -  
useful information

E-Consult has been superb for  
sorting out so many issues that  
don't necessarily need ta face-  
to-face with a doctor

Losing the  
human touch

Can't get hospital  
appointments

Spoken to a Care Navigator  
twice and have been  
satisfied with the outcome  
on both occasions.

Can't get  
appointments

Surgeries not  
following up/  
calling back

Digital not for  
everyone - what  
about the elderly?

I just want to talk  
to a doctor, not  
somebody else

What qualifications do  
receptions have to deal  
with medical information?

# Developing local communications - Primary Care Access

## How what we knew informed our plans

### Based on what we knew we wanted to:

#### Empower:

- Knowledge, confidence, choice
- Educate patients on how to use digital options effectively and encourage those who can, to go digital.
- Continue to raise awareness of choice

#### Respond/Educate:

- Respond to access and triage concerns
- Raise awareness and build understanding of the roles within the general practice team.

#### Remind:

- Ensure patients use the right primary care service option for their need.
- Highlight alternative routes

### Consistent supporting messaging for patients:

- We're listening and making improvements
- There are three ways to get in touch
- Appts. available 8am-8pm and at weekends
- For out of hours support visit NHS 111 or call 111

**Audience include:** Members of the public, ICB staff, colleagues in Primary Care, ICS Partners and wider stakeholders

**Channels include:** Social media, press releases, radio interviews, GP, ICS and partner websites, community/health champion schemes, paid for advertising

## 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:

## 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

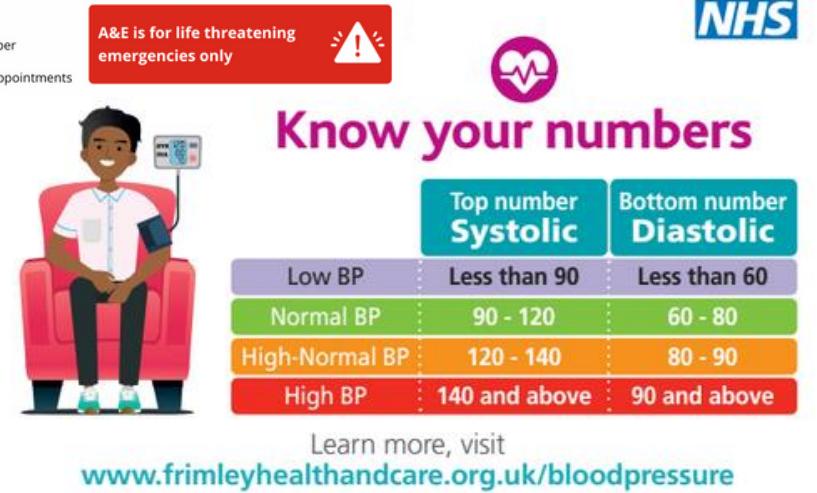


## Communicating information

- ◆ 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](#)

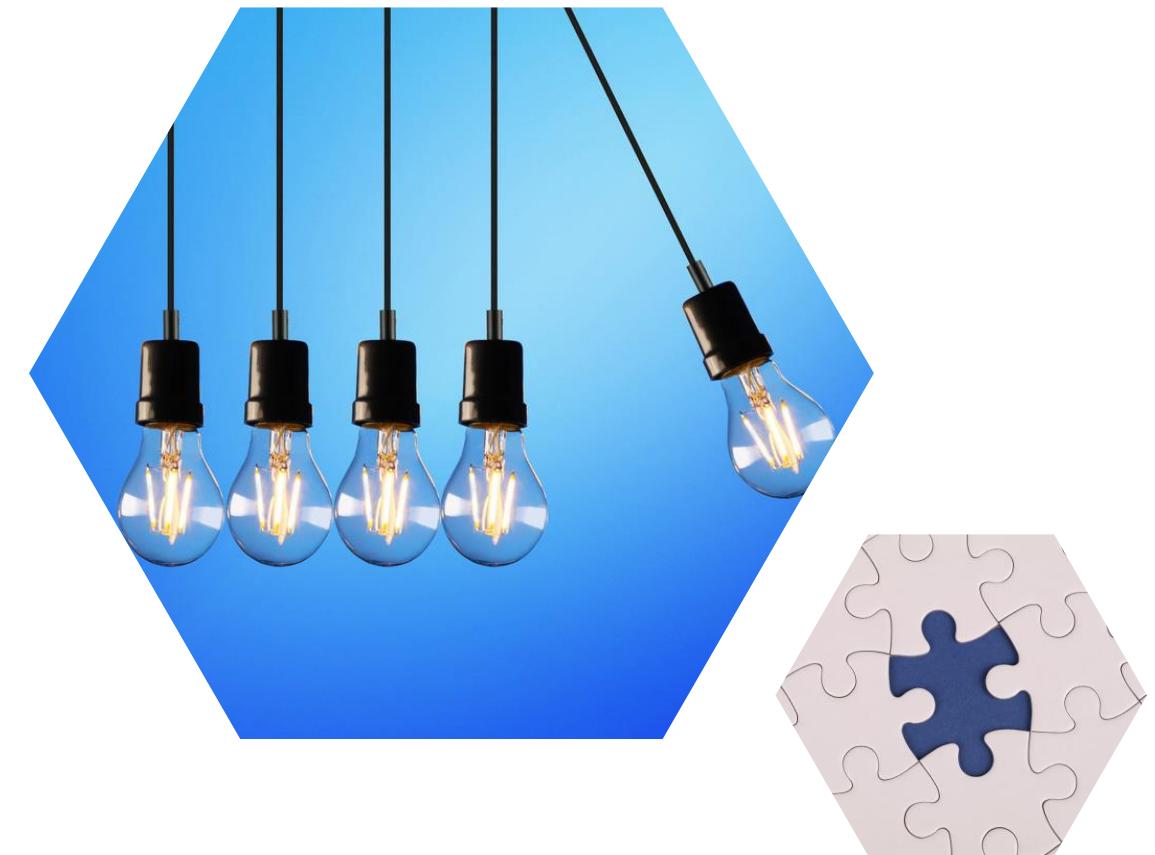
**Click the icons to access our social media channels**



# Looking to the future

## Priorities for 2024/25 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
- Further develop VCSE Alliance and volunteering opportunities
- Continued Community Panel development
- Embedding engagement in the new Hospital Programme



## 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)