

BOARD MEETING

Title	Working with local people and communities in BOB		
Paper Date:	07 January 2025	Board Meeting Date:	14 January 2025
Purpose:	Discussion	Agenda Item:	10
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Executive Summary

- As we implement our new operating model, we are strengthening our approach to working with our local people and communities, putting more dedicated resource and focus to support this aim.
- We want to ensure we are embedding a public involvement approach across the organisation and drawing insights from our partners and communities to inform the work of the ICB as we commission services for our population.
- This report outlines our statutory involvement duties; provides a snapshot of engagement activity undertaken over the past year and sets out our ambitions to build on this within the context of the NHS 10-year plan.

Action Required

The Board Members are asked to note this paper.

Conflicts of Interest:	No conflict identified
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Date/Name of Committee/ Meeting, Where Last Reviewed:	N/A
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Developing a New Approach to Community Involvement and Insights

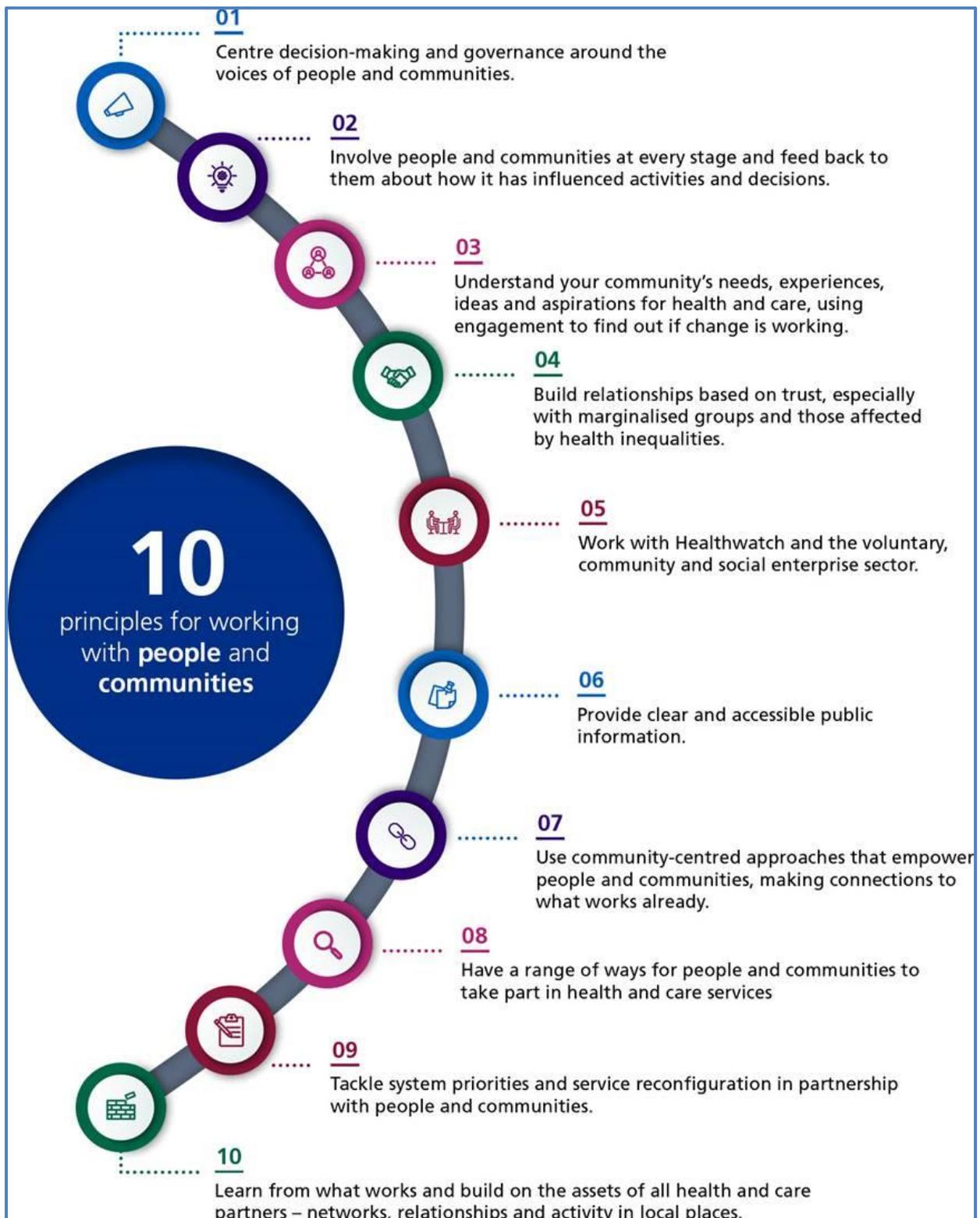
Introduction

1. As we implement our new operating model, we are strengthening our approach to working with our local people and communities, putting more dedicated resource and focus to support this aim.
2. We want to ensure we are embedding a public involvement approach across the organisation and drawing insights from our partners and communities to inform the work of the ICB as we commission services for our population.
3. The following report outlines our statutory involvement duties; engagement activity undertaken over the past year and sets out our ambitions to build on this within the context of the NHS 10-year plan.

Our public involvement statutory duties

4. Building on previous legislation, the [Health and Care Act 2022](#) places a duty on Integrated Care Boards to ensure that local people receiving or potentially receiving services, together with carers and representatives, are:
 - Involved in the **planning process** for the provision of health services.
 - Consulted when **proposals for changes** to services are made if those changes would impact how services are delivered or the range of services available.
 - Involved in decisions affecting the **operation of services** if those decisions would alter service delivery or availability.
5. In October 2022, NHE England published statutory guidance for ICBs [Working in Partnership with People & Communities](#). The duties in this guidance include:
 - **Assess public involvement needs:** Evaluate the necessity for public involvement and plan relevant activities.
 - **Document involvement impact:** Keep clear records at all stages showing how public involvement influenced decision-making and the reasons behind final decisions.
 - **Ensure compliance and reporting:** Implement systems to ensure the legal duty to involve is met and report on compliance in annual reports.

6. The guidance for working with people and communities is built around 10 principles:



NHS 10-Year Plan engagement

National engagement:

7. In October 2024 the Government launched a significant public engagement initiative to shape the 10-Year Health Plan for the NHS, which aims to address the challenges facing the NHS and ensure it is fit for the future.
8. The final plan, expected in Spring 2025, will respond to the findings of the [Darzi review](#) and aims to deliver three main shifts:
 - **Hospital to community:** Moving more care from hospitals to communities
 - **Analogue to digital:** Making better use of technology in health and care
 - **Treatment to prevention:** Focusing on preventing sickness, not just treating it.
9. The Government has introduced an online platform, [Change NHS](#), where the public, NHS staff, and experts can share their experiences, views and ideas on these proposed shifts. The online engagement platform will be live until mid-February.

Regional engagement:

10. A series of regional engagement events are also taking part to facilitate in-depth discussions with the public and NHS staff. An NHS staff event for the South East Region will be held on 25 February 2025 in Reading

BOB engagement:

11. For the BOB submissions we are taking the following approach:
 - **Summarising existing insights** – in BOB we already have a lot of insight from local people so, we will summarise existing insight from our engagement work including focus groups with refugees, people experiencing homelessness, asylum seekers, young people and people experiencing alcohol or drug problems.
 - **Working with our partners** – we are working with BOB Voluntary, Community and Social Enterprise Health Alliance (BOB VCSE) to facilitate workshops with voluntary organisations and community groups and are presenting the opportunity at two action groups on 15 January. We have engaged with our Healthwatch partners to spread awareness of the engagement and have offered to facilitate workshops with their members.
 - **Delivering workshops / focus group** – identifying and delivering workshop sessions across the BOB geography.
 - **Staff workshops / events** - we will be running two workshop sessions in February for ICB staff. NHS Trust colleagues are also running staff sessions across their organisations.

Developing our new approach to community involvement and insights

12. Since the establishment of the ICB, we recognise that our efforts in public engagement have not always been as ambitious and inclusive as they could be. We understand the importance of involving the public in shaping healthcare services and policies, and we are committed to improving our approach, learning from other systems, partners in our system – such as Local Authorities, and building on our work today. An outline of the engagement and involvement activity during 2024 is available in [appendix A](#).

13. Moving forward, we aim to create more meaningful and inclusive opportunities for public involvement, ensuring that our residents voices are heard and valued in our decision-making processes. We are committed to harnessing the significant further potential of community engagement to shape and improve our health and care services. We aim to do this by:

- **Increasing resource and capacity to develop community involvement**
 - As we implement our new BOB ICB operating model, we have reviewed our resourcing and capability to ensure we have the right team in place to deliver this important engagement and partnership work and develop a culture across the organisation of working with our residents.
 - The new community involvement team, which formed on 6 January 2025, will work collaboratively with our partners to deepen our understanding of the diverse needs and priorities of the people we serve. Our common ambition is to ensure that the health and care system in BOB is meeting these needs and actively enhancing the quality of life for all residents.
- **Taking stock of existing activity and opportunities to involve the public:**
 - We will conduct a thorough review of our existing initiatives and the current state of public involvement within BOB to give us clear picture of where we stand and what gaps need to be addressed.
- **Building on existing partnerships with Healthwatch and the BOB VCSE Health Alliance**
 - We value Healthwatch's contributions to our engagement and involvement goals. We will strengthen relationships with our five Healthwatch organisations across BOB who support place-based projects, providing essential access to patient voices, and offering detailed analysis and recommendations.
 - Healthwatch continues to provide independent scrutiny and challenge for our communities. Our developing collaboration is demonstrated through our regular meetings and the integration of their insights and public feedback into our plans.
 - Our collaboration with the VCSE sector is important for successful public involvement. The BOB VCSE Health Alliance serves as a key channel for engagement, allowing us to work closely with voluntary and community organisations, address inequalities, build trust, and ensure the voices of people and communities are heard.
- **Developing our community insights and involvement approach by:**
 - Setting up an ICB community insight and patient experience working group linking to the Population Health and Patient Experience Committee to ensure we are turning insight into action.
 - Developing training and a toolkit to support colleagues across the ICB to develop a culture of public involvement
 - Building better engagement relationships with our local authorities
 - Continuing our collaboration with the BOB VCSE Health Alliance to make best use of their strong community ties and bring innovative health solutions to ensure services are accessible and reduce inequalities.

- Continuing to work with our Healthwatch colleagues to make best use of their valuable patient insights which help to identify and address health inequalities.
- Developing [YourVoiceinBOB](#), the ICB's online engagement platform to full potential
- Developing a user and carer expense policy to support involvement
- Scoping and developing an insight bank for the system to enhance decision making and improve service design.

Developing our strategic commissioning function

14. We have also developed a strategic commissioning function in the new operating model. By integrating public involvement into strategic commissioning, the NHS can create more responsive, equitable and effective healthcare services that truly meet the needs of the population.
15. Patients and the public must be at the centre of what we do and must be involved throughout the process.
16. Public involvement is crucial in informing strategic commissioning in the NHS by:
 - **Identifying Needs and Priorities:** Engaging with the community to understand specific health needs and address inequalities.
 - **Enhancing Service Design:** co-producing services with patient input for tailored solutions.
 - **Improving Accountability and Transparency:** building trust through regular engagement and independent scrutiny.
 - **Enhancing Patient Experience:** listening to patient feedback to improve care quality.
 - **Continuous Improvement:** ongoing public involvement for continuous feedback and service evolution.
 - **Supporting Strategic Planning:** using public engagement data for informed decision-making and aligning NHS goals with community aspirations.
17. The team will work closely with the new strategic commissioning and transformation teams to support system strategy development, planning and transformation by ensuring the voice of our population is at the forefront. We will do this by planning and delivering a comprehensive BOB listening exercise with our communities to ensure that our strategies and actions are aligned with what truly matters to them. This ongoing dialogue will shape a health and care system that is responsive, inclusive, and effective.
18. As an ICB we need to develop community connections at all levels and networks with community leaders and influencers to ensure that all groups can make their voices heard.
19. There are many areas of good practice across the country which we can learn from to deliver on our commitment to involve our patients and the public in our work.
20. Building effective relationships with the people and communities we serve will be critical to delivering BOB ICB's ambitions for involvement, co-production¹ and

¹ By coproduction we mean the building of relationships between the ICB, the partners of the ICS and the individual members of the public we serve, that allow us to share power and to plan the delivery of services together in a way that recognises that all parties have vital contributions to make.

partnership working. These relationships take time to develop and need to be maintained for a true partnership working environment.

Asks of the Board or of members present

21. The Board is asked to

- Note this report
- Note the ICB's approach to 10 year plan engagement
- Consider and discuss the proposed approach to developing our community involvement and insights capacity and capability.

Appendix A

ICB Engagement and Involvement Activity During 2024

Project / Work Areas	Who was involved	Impact
Primary Care Strategy Development	Engagement with a wide range of partners, stakeholders, and the public. Further detail in the 'Primary Care Strategy Development Public Engagement Report' .	The 'Our Response to the Feedback Report' shows how insight from the engagement was used to inform the final version of the Primary Care Strategy.
Health and Social Care Connections Oxfordshire	Health and Social Care Connections listening events programme to connect senior managers with local residents. This was supported by Age UK Oxfordshire, Oxfordshire Community Voluntary Association and Active Oxfordshire working with the NHS and Oxfordshire County Council.	A report on the engagement and themes from the feedback is in development
Oxfordshire Parent Carers Forum (OxPCF)	Ongoing relationship with OxPCF as part of the Local Area Partnership to improve provision for children with SEND and their families. OxPCF is integral to the SEND transformation programme in Oxfordshire.	Local Area Partnership better able to understand issues facing parent carers and make improvements as appropriate.
Healthwatch public webinars	Working with Healthwatch Oxfordshire, a series of webinars with public and patient participation group involvement covering men's health, healthcare closer to home, pharmacy first and the primary care strategy.	Highlight the work of Oxfordshire services and raise awareness of opportunities for people to help shape local service and strategies.
Buckinghamshire Engagement Steering Group	The ICB works with Healthwatch Buckinghamshire and representatives from patient participation groups to improve communications between patients and GP practices.	Patients and healthcare providers work together to enhance the quality of care.
Winter Communications	The #Staywell-BOB urgent care campaign helps direct patients to the most appropriate service. https://staywell-bob.nhs.uk . We have an overarching Winter Communications Plan and a detailed tactical plan of what is being delivered daily, weekly, monthly.	Aims to ensure NHS resources are used effectively during the high-demand winter period.

Immunisation Campaigns	<ul style="list-style-type: none"> • Campaign materials and information for vaccination and immunisation throughout the year. • Seasonal vaccines including Covid, flu and RSV see Winter health hub 	The vaccination and immunisation pages gained higher engagement than the 2023/2024 period with over 35K views, compared to just over 11K views in 2023
BOB ICB Stakeholder Newsletter	A monthly newsletter relevant to health, social care and public health stakeholders across the BOB system.	Partners and stakeholders are informed of work of the ICS. Around 1,000 direct subscribers.
YourVoiceinBOB engagement platform	This offers people across BOB the opportunity to get involved and help shape the future of health and care. ' Your Voice in Buckinghamshire, Oxfordshire & Berkshire West '	1,215 registered users on the engagement website.
Engagement to support our GP practices in Berkshire West	Communications and engagement support for two GP practices in Berkshire West with the closure of a branch surgery (Whitley Villa Surgery) and a practice move (Melrose Surgery).	Patient were aware of changes and practices understood the impact of changes on patients.
Integrated Cardiac Delivery Network	The ICB CVD Prevention group was represented at a Community Day in Blackbird Leys (Oxon).	People were made aware of the importance of understanding their blood pressure and impact it can have on their health and self-care advice
Integrated Diabetes Delivery Network	A project to support people with early onset Type 2 diabetes was developed and delivered. Focussed on lifestyle intervention for people aged 18-39: a dedicated webpage on the ICB's patient facing website: Type 2 diabetes - Stay Well	People with early onset type 2 diabetes were supported to better manage their condition.
Integrated Respiratory Delivery Network	Chronic Obstructive Pulmonary Disorder (COPD) & Me Patient Education events were delivered in deprived areas in Banbury community centres in August and November 2024.	Patients are more capable of managing their condition effectively.
Integrated Stroke Delivery Network	Place-based Patient & Public Voice groups have been set up in Oxfordshire and Buckinghamshire (with Berkshire West soon to follow) for small groups of stroke survivors to meet, feed back on their care and discuss wider suggestions for improvement.	The discussions have led to quality improvement projects exploring reducing noise on hospital wards, and improving the information resources shared with patients at discharge from the Acute Trust or from Community teams.