

Joint Health and Overview and Scrutiny Committee

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TITLE Refreshing our NHS South Yorkshire ICB Start with People Strategy

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Purpose of report

- The purpose of this report is to provide an update to the committee on the approach being taken towards refreshing the NHS South Yorkshire ICB citizen involvement strategy – The Start with People Strategy.

Recommendations:

The Joint Health Overview and Scrutiny Committee is asked to note and consider:

- The stakeholder and citizen involvement approach to the refresh
- The proposed structure and development of the refreshed strategy

Refreshing our NHS South Yorkshire ICB Start with People Strategy

March 2024

1. Purpose

- 1.1. The purpose of this report is to provide an update to the committee on the approach being taken towards refreshing the NHS South Yorkshire ICB citizen involvement strategy – The Start with People Strategy.

2. Background

- 2.1 On 1 July 2022 NHS South Yorkshire launched our people and communities strategy, known as '[Start with People: South Yorkshire](#)'. The strategy sets out how 'at the heart of our role as a new integrated care board is the commitment to listen consistently to, and collectively act on, the experience and aspirations of local people and communities'.
- 2.2 When we wrote the strategy we undertook to work with our communities and stakeholders as widely as possible to help them to shape our document, but always accepted there were limitations. We also knew that as we were launching the strategy at the start of our new organisation that things would likely change as the organisation more clearly found its way, we therefore acknowledged that this would be our starting position and we would change and adapt, looking specifically at a one-year review of the Strategy.
- 2.3 In late February 2023 we let people know on our [website](#) that we would be planning our refresh and should there be any feedback that people would like to submit they could do so via email. Other than that statement on our website, we delayed the work to refresh the strategy to allow the JFP and running cost allowances programme to be further developed so that the refreshed Strategy is informed by a position that better reflects the future of the organisation, and to address capacity limitations within the team during this time.
- 2.4 Work on the ambitions within the initial strategy did not stop during this time and good progress has been made towards the priorities identified in the original Start with People Strategy, these are demonstrated in our annual involvement reports, with 2022-23 available on our website [here](#) and 2023-24 currently being finalised.

3. Approach to the refresh 2024/25

- 3.1. We started with what we already heard from our citizens in various citizen involvement pieces of work (including from our initial involvement activity when we launched the original strategy). This included our own involvement work and information that our partners shared with us. This was pulled together in a report that can be found at appendix A.
- 3.2. The ambition was to ensure a much more joined up approach with our partners than when the initial Strategy was written. Therefore the refresh has been led by a Task and Finish Group of involvement professionals from across South Yorkshire and citizens/ citizen representatives. Virtually this group includes over 40 attendees and has met a number of times since an initial workshop.
- 3.3. An initial workshop with the task and finish group took place on 29th November with 20 participants from a range of sectors and places within South Yorkshire (as follows):
 - Healthwatch Doncaster
 - Healthwatch Sheffield

- Voluntary, Community, Social Enterprise (VCSE) Alliance representative
- Citizen – Member of the Cancer Alliance Patient Advisory Board
- Rotherham Council
- Cancer Alliance
- Citizen – Andy’s Man Club representative
- Rotherham FT
- Voluntary Action Rotherham
- Sheffield Council
- NRS Healthcare
- Rotherham United Community Sport
- NHS South Yorkshire Integrated Care Board
- Chair: Lesley Dabell, Non-Executive Director from NHS South Yorkshire Integrated Care Board and Chair of the Quality, Performance, Patient Involvement and Experience Committee.
- Independent Facilitator: Paul Parsons, The Consultation Institute Associate

3.3 The workshop covered:

- Background and where are we now
- Where are you now
- Where do we want to be
- WAGOLL – features of a good involvement strategy
- How do we involve citizens in refreshing our strategy

3.4 The themes from the workshop were used to shape a 6 page citizen involvement plan, which can be found at Appendix B. We set out in the plan how we’ve got to where we’ve got, what we think might change and stay the same in our refresh, the timescales for the work and how people could get involved. We endeavoured to provide a number of ways that people could get involved so that they could pick their preferred method, this included:

- An email address for people who prefer inputting via open text
- A survey for people who prefer to be more guided in their responses
- An online meeting
- Four drop in sessions, one in each of South Yorkshire’s places
- An invite for community groups to invite us to their existing meetings
- An opportunity to be involved in a Readers Panel

3.5 We invited citizens who are signed up to our 1400 strong membership network if they wanted to be on a Readers Panel for this piece of work. Thirteen people joined the panel and gave their input to the citizen involvement plan before it was launched. The invite to be part of the Readers Panel was included in the citizen involvement plan for people who would like to read and contribute their views to the draft strategy.

3.6 Emails promoting the opportunity to get involved and signposting to the citizen involvement plan were sent to:

- All system comms leads with ask of them to circulate in their networks and share on social media
- JHOSC Officers with ask of them to send to JHOSC members and Council Membership colleagues for circulating to all elected members so that they could chose whether they would like to contribute and also invite their constituents to contribute
- The 1400 strong NHS SY ICB Membership
- All system involvement leads with ask of them to circulate
- Healthwatch leads

The opportunity to get involved was also shared on social media from this date and every couple of days there-after and a press release was issued to the local media.

3.7 Alongside the opportunities for our actively engaged citizens to input into the refresh, we have also commissioned the South Yorkshire Healthwatches to work with our underserved communities to ensure the refreshed strategy reflects their voices. They have developed a Community Conversations Pack that can be found at Appendix B. They are going to go back to the communities with whom they worked on the Joint Forward Plan Involvement and in a three stepped approach will:

- offer some feedback on what’s happened since we spoke with them last
- ask them how they found being involved with us and how we could improve our involvement (to help inform the SWP Strategy refresh)
- ask for views on the refresh of the JFP

3.8 In recognition of the importance of working in partnership with the VCSE around citizen involvement, on the 30 January 2024 we held a workshop with the VCSE, attended by 45 individuals from across the South Yorkshire VCSE sector. The findings from the session are to be agreed at the follow up webinar, which is taking place mid-March.

3.9 We have also undertaken a broad range of stakeholder meetings to ensure we have given as many of our stakeholders as possible the opportunity to input. This includes:

- The Integrated Care Partnership
- The Children and Young People’s Community of Interest Group
- The Mental Health, Learning Disability and Autism Collaborative
- The Maternity Voices Partnership
- Place partnership meetings
- Healthwatch leads meeting

4. Proposed structure

4.1 Using the feedback to date we have started to develop a proposed structure for the refreshed document. This has been co-designed with our Task and Finish group and the Readers Panel have been asked to contribute their feedback.

Section title	Content	Changes to previous
Front cover		New branding
Accessibility Statement in Easy Read	Signpost to website for all languages and full easy read document	New
Introduction	From Lesley Dabell - to include: ICB commitment to involvement (inc links to constitution); scope of strategy – ICB but with system input (fitting with ICP shared commitment to involvement); system we serve – links to other docs; how engagement helps tackle health inequalities; how engagement can help improve outcomes; progress and challenges to date – link to involvement annual report; Priorities for organisation - will change in life of this strategy - so link to JFP/ ICP Strategy online;	Shorter and more focused than existing intro and welcome <i>Focus on why this should matter to our people and communities, why this makes a difference to their lives</i>

	Involvement approach flower/ rainbow (to show breadth of involvement covered by strategy)	
Why get involved?	Testimonials from real people	New
How can you get involved? <i>Note to readers to see also 'Involving specific communities' section</i>	<p>Ongoing involvement opportunities</p> <ul style="list-style-type: none"> - Insights bank - Work with vcse on underserved communities - What matters to you ongoing process - Complaints and experience - Membership - Patient panels (<i>web copy</i>) - Public meetings <p>Bespoke involvement opportunities: Once we have the existing insight correlated we can tailor our bespoke involvement opportunities to ensure we hear from those groups from whom we have heard least and we can ensure we focus on the areas about which we have heard least. We would also use this approach for service change. Our bespoke opportunities include:</p> <ul style="list-style-type: none"> • Taking the conversation to existing experts by experience/ citizen involvement groups that exist across the system • Involving our 1400 strong virtual membership • Working through our VCSE partners • Using all partners social media platforms and staff and citizen facing bulletins and networks • Funding involvement exercises that increase reach such as f2f street engagement; telesurveys; deliberative involvement <p>link to one offs page of website</p> <p>Involvement at each of our places – Barnsley, Doncaster, Rotherham, Sheffield</p> <p>Public consultations</p> <p>Co-production and co-design</p>	Completely different (currently p10 'overview of how and where people can influence' and p18-25 'our mechanisms') –more detailed specifics of how people can get involved than the 'we will' from previous version of strategy. Will ensure all mechanisms noted in previous strategy remain but are more logically placed in the strategy refresh new structure.
Involving specific communities and working with partners to involve citizens	To include (each with it's own page again for ease of access): Involving patients through primary care; Involving people who work and volunteer in a health and care role; Involving children and young people; Involving people from the learning disability and autism community; Involving people from our disadvantaged communities, and working with voluntary sector partners; Working with Healthwatch	Completely different – much more detailed than previous strategy (with sub-sections/ much shorter more bullet-pointed copy rather than long free-flow text etc)

Principles for how we will involve you	10 existing principles	As is in current strategy – just check language is simple and accessible Potentially explore the link between the principles and our priorities/ aims (as per team action plan) to cover involvement priorities
Our involvement aims	Plan on a page (from JFP)	New
How we use what you tell us		New
Measuring how citizen involvement is making a difference	Developed from citizen involvement work – what matters to people	Different – needs to be more accessible and informative Keep reference to use of theory of change model to measure the activities of the team are contributing to overarching aims/ principles/ goals
Our involvement decision making processes	Plan on a page? (see W Yorks)	Much more accessible
People who lead involvement for the ICB	People chart with pictures, inc QPPIE members and involvement team + references to wider board and whole organisational responsibility (ref training and toolkit)	Much more accessible
Meeting our legal duties	Updated version of current strategy appendix	Updated version of current strategy appendix
How did we involve citizens in the development of this strategy	Existing appendix from previous version of strategy updated to include all the refresh work	Existing appendix from previous version of strategy updated to include all the refresh work
Glossary of terms		New

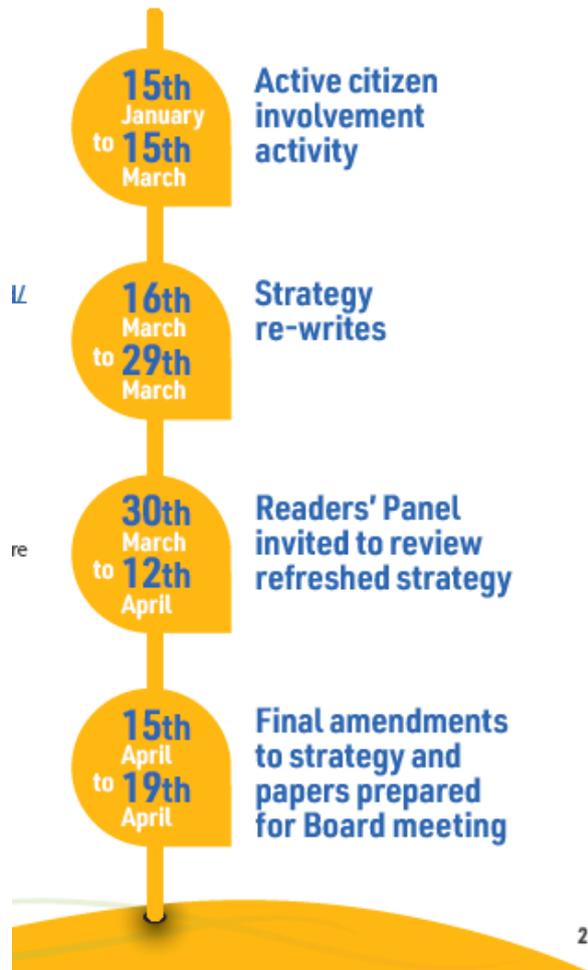
5. Timescales and next steps

5.1 Next Steps

- Strategy currently being re-written
- Citizen Involvement with underserved communities via Healthwatch continues, with any previously unconsidered feedback to be used alongside the Readers Panel review feedback
- Proposals to the organisation around some additional involvement mechanisms and funding
- Ongoing VCSE Webinars
- Ongoing system wide discussions about system-wide commitments development

5.2 Timescales

The proposed timeline for involvement is as follows:



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