

Title of Meeting:	NYCCG Governing Body	Agenda Item: 4.3									
Date of Meeting:	25 June 2020	<table border="1"> <tr> <th colspan="2">Session (Tick)</th> </tr> <tr> <td>Public</td> <td>X</td> </tr> <tr> <td>Private</td> <td></td> </tr> <tr> <td>Development Session</td> <td></td> </tr> </table>		Session (Tick)		Public	X	Private		Development Session	
Session (Tick)											
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Paper Title:	Communications and Engagement Update										
Responsible Governing Body Member Lead Julie Warren, Director of Corporate Services, Governance & Performance		Report Author and Job Title Communications and Engagement Team									
Purpose (this paper if for)	<table border="1"> <tr> <th>Decision</th> <th>Discussion</th> <th>Assurance</th> <th>Information</th> </tr> <tr> <td></td> <td></td> <td>X</td> <td></td> </tr> </table>			Decision	Discussion	Assurance	Information			X	
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		X									
Has the report (or variation of it) been presented to another Committee / Meeting? If yes, state the Committee / Meeting: No											
Executive Summary The attached update from the Communications and Engagement Team provides a review of the activities across the function over the last few months, with a focus on our response to Covid-19 and activities associated with the new NYCCG.											
Recommendations The Governing Body is being asking to: Receive this report as assurance.											
Monitoring This report is part of the monitoring process associated with delivery of core communications and engagement functions for NYCCG. Regular reporting is anticipated by the Communications and Engagement Strategy to be considered at this Governing Body meeting.											
Any statutory / regulatory / legal / NHS Constitution implications	<ul style="list-style-type: none"> • Health and Social Care Act 2012 • Equality Act 2010 • NHS Constitution • Patient and public participation in commissioning health and care: statutory guidance for CCGs and NHS England dated April 2017. 										
Management of Conflicts of Interest	No conflicts of interest have been identified prior to the meeting.										
Communication / Public & Patient Engagement	Communications and engagement is the core subject of this paper.										
Financial / resource implications	Delivery of work anticipated by these documents will be included in the regular budget process.										
Significant Risks to Consider	No significant risks to consider.										
Outcome of Impact Assessments completed	No impact assessments completed. These documents are designed to deliver core duties under the NHS constitutions, legislation and related guidance.										

Communications and Engagement Update – June 2020 (activities since March 2020)

Adjustments taken in response to Covid-19

- The communications and engagement team adjusted quickly to remote working in response to the Covid-19 pandemic. As we were already located across offices we are skilled at keeping in touch while being distant. We have been meeting visually at least once a week to progress work and keep connected, making full use of the technologies which have become available to us.
- Communications was included in the Covid-19 incident response team since the health emergency began to emerge in February. We have been able to provide agile support and advice as needed.
- As with operational colleagues, responding to the Covid-19 pandemic has strengthened and developed communications and engagement networks with system partners, particularly YOR Local Medical Council (YORLMC) and Vale of York CCG.
- We will seek to cement positive lessons from the adjustments required by Covid-19, such as remote engagement and new external partnerships, and build on these for the future.

Communications and engagement strands

NYCCG Communications and engagement strategy

- This is in draft form and is due for discussion at NYCCG Governing Body on 25 June 2020.

Engagement

- NHSE assurance (IAF) – public and patient engagement. We submitted one assessment for the three CCGs earlier in the year. Results are due in June but had not been received at time of writing.
- NYCCG Engagement Model. A draft has been developed, building on feedback received from patient members. The proposed model will be considered by NYCCG Governing Body on 25 June 2020.
- Patient Partner Networks
 - In the first year we will reach out to GP Patient Participation Groups, forming three networks across North Yorkshire, to be renamed as ‘Patient Partner Networks’. This will involve introducing a network into Hambleton, Richmondshire and Whitby (HRW) locality as a priority. Practice managers in HRW have been approached for their views on forming a local network. Early feedback is very positive and work is ongoing.
 - We recently held two successful Patient Partner Network meetings via video conference - Harrogate District and Scarborough & Ryedale. These were well attended and even though members embraced technology they did tell us they would rather have face to face meetings. However, it did demonstrate we can continue the conversation and engage with our members when no other option is available. The next meetings will take place in September 2020.
- The Loop
 - There are currently about 275 members of The Loop, the CCG’s virtual network for those interested in our work. This includes members of the three former CCGs’ virtual networks as well as new members. Members will have the opportunity to get involved to influence the developments of local health services and work with us to improve them, be kept up to date with the latest county-wide and local news from the CCG and receive invitations to take part in relevant focus groups and surveys in relation to formal consultations or engagement.

Media

- After initial early tight control centrally of Covid-19 media messages we were given more flexibility to share some local messages either independently or with partners.
 - **Proactive:** Proactive media activities have been sustained and have included: illustrating system working in response to the Covid-19 pandemic, explaining the new way primary care is

being delivered, spotlighting successful delivery of health services in primary care, profiling the NHS still 'being open for business' (which had national pick up), local organisations making face shields and our CCG distribution of tablets to care homes. We also partnered on joint work with Harrogate District Hospital to encourage people to seek medical assistance if they had concerns about cancer.

- **Reactive:** Reactive media has been around local news stories such as Central Healthcare CQC rating (Scarborough News), block booking of care home beds (ITN), NHS testing and the decisions taken on provision of services at the Friarage Hospital.

Website

- We have successfully delivered continuous **website provision** through the 1 April 2020 launch of the NYCCG. This includes introduction of an NYCCG 'microsite' and continued support of the three legacy CCG sites. Our current focus is:
 - Ensuring there is continued support for the existing three websites which will need to remain live until a new NYCCG website is developed (tentatively until late 2020) while developing the new NYCCG 'microsite'.
 - Extensive work to develop a clinical area in support of the COVID-19 response.
 - In June we are 'unpausing' our work to produce a permanent NYCCG website. Four proposals were received from potential developers prior to Covid-19 and we will be assessing these in the near future.
 - Developing a new, enduring, permanent website is a significant piece of work which will include colleagues from across the office. More detail about this can be found in **Annex A**.

Newsletters

- NYCCG will have three regular newsletters for different audiences – a monthly stakeholder newsletter (first week of the month) a monthly staff newsletter (the last week of the month) and a weekly primary care bulletin (currently fortnightly).
- We have issued the first all staff newsletter (which had a nearly 70% open rate) and the first stakeholder newsletter went out on 5 June. Weekly primary care bulletins have been paused and replaced by a daily Covid-19 briefing managed through the Covid-19 incident hub. We have recently restarted regular primary care bulletins fortnightly as Covid-19 related updates reduce and we move into recovery.

Internal communications

- We have launched a 'Staff Engagement Group' with the first meeting due to take place on 19 June 2020. The group will play an active role in setting and delivering the internal communications agenda and partner with leadership on key projects.
- Two monthly staff surveys have taken place (April and May) to assess the mood, physical and mental health and effectiveness of home working during the Covid-19 pandemic. The response rate to both surveys has been about 50% of CCG staff. Key themes are: teams are staying very connected and a strong endorsement for the benefits of working at home. There will be another staff survey in June.
- Work with colleagues to further develop our NYCCG values and behaviours is in the planning stage.

Social media

- We have established Twitter, Facebook, Instagram and YouTube accounts for NYCCG. We have also been ramping down activity on the legacy CCG social media accounts, while providing ample signposting to the new NYCCG site. We will be 'counting down' to retiring the legacy accounts by the end of June.

- **Twitter:** 400 followers. Since the account opened we have tweeted 247 times, received 262 mentions, received 1435 profile visits and a total of 92145 impressions (likes, retweets, link clicks, replies messages etc.)
- **Facebook:** 306 page likes, 336 page followers, we have posted 247 times, reached 67,989 people, received 500 post likes, 360 post shares and 10 comments.
- **Instagram:** We will use this account mostly when we go out to events and do engagement work. The account is currently on 189 followers.

Evaluation

- We have been developing ways to evaluate success and measure performance as a team.
- An NYCCG monthly communications and engagement dashboard is in development, modelled on the Hambleton, Richmondshire and Whitby CCG predecessor. This will provide an overview of monthly activity and enable us to check trend data.
- The NYCCG communications and engagement strategy when approved will provide an action plan that the team can work to and deliver against. This will provide a welcome backbone to our activities.

Defined Projects

Scarborough Acute Services Review

- We are working with Humber Coast and Vale Health and Care Partnership (HCV) on next steps - particularly on engagement work around maternity/paediatrics and other fragile services at Scarborough Hospital
- We are also working with HCV on recovery planning - looking at what service changes have taken place at the hospital, particularly during Covid-19, what the impact has been and what has worked well.

Friarage Urgent Treatment Centre Consultation

- Stakeholders and media were updated on the decision taken after the April Governing Body. After an original media flurry things have been quiet.

Catterick Integrated Care Campus

- Work is ongoing on the outline business case and stakeholder and media briefings are drafted for release when GB approves next stage. We have been discussing communication planning jointly with the Ministry of Defence.

Whitby Hospital

- Building work started on the Whitby Hospital site on Monday 23 March 2020. BAM Construction is leading the work.
- As with other NHS organisations across the country, NYCCG, NHS Property Services (Whitby Hospital site owners) and project partners are in regular discussions around the potential impact of the COVID-19 pandemic.
- At present, the remodelling project is proceeding as planned; however this remains under constant review. BAM will structure the work so that additional bed capacity within the tower block can be made available through a pause in the development if needed during the refurbishment period.

Glebe House extension

- A £2m update to this GP practice is anticipated but start date not yet known.

Recommendations

The Governing Body is being asking to: Receive this report as assurance.

Annex A – Website updates

Background

At the end of March 2020, the three NHS clinical commissioning groups (CCGs) which covered the vast majority of North Yorkshire were disestablished and a single commissioning body created – NHS North Yorkshire CCG.

In ordinary circumstances, the three websites associated with NHS Hambleton, Richmondshire and Whitby CCG, NHS Harrogate and Rural District CCG and NHS Scarborough and Ryedale CCG, would have been mothballed and replaced with a fully-populated NHS North Yorkshire CCG website from day one.

However, with commissioning positions and CCG policies among the content still to be aligned, it was determined the most sensible approach would be to keep 'light touch' maintenance of the three former CCG websites and keep locality content up-to-date, while launching an 'interim' NHS North Yorkshire CCG website on 1 April, with appropriate signposting to the locality content.

What has been achieved so far?

With the end of the CCGs' contract with eMBED on 31 March 2020, the NHS Hambleton, Richmondshire and Whitby CCG and NHS Harrogate and Rural District CCG websites are now hosted through NHS North East Lincolnshire CCG and supported by N3i (systems developers Keith Ollerton and Sam Collett, formerly with eMBED, TUPE transferred across to NHS North East Lincolnshire CCG and the websites went with them). Hosting and support for the NHS Scarborough and Ryedale CCG website continues to be provided by Digital Zest.

A new 'interim' NHS North Yorkshire CCG website was successfully launched on 1 April 2020, with hosting and support also provided by Digital Zest. It includes a clinical section, specifically relating to Covid-19 information, which has proven to be among the most popular pages.

Meanwhile, on 26 February 2020, NHS North Yorkshire CCG invited 'expressions of interest' to develop a permanent website. Five parties were approached.

Proposals were subsequently received from Digital Zest, along with See Green (developers of the NHS Vale of York CCG and York Teaching Hospital NHS Foundation Trust websites), Mixd (developers of the Harrogate and District NHS Foundation Trust and Tees, Esk and Wear Valleys NHS Foundation Trust websites) and Cube Creative (developers of the Healthy Hearts NHS websites, among others).

In the original timeframe, it had been intended that these proposals would be evaluated and a recommendation taken to CCG Directors by the end of March. However, CCG resources have been focussed on supporting the CCG and primary care partners through the Covid-19 pandemic and website procurement work was paused.

Next steps

With a gradual return to 'business as usual' in the NHS, we will be evaluating the four proposals in some detail in the coming few weeks and will be making recommendations to CCG Directors.

Once a decision on a website developer has been taken, it is proposed that a small and agile working group will be pulled together to guide the development and set the parameters. This will consist of members of the Communications and Engagement Team, Corporate Team and clinical representation.

A testing phase will be built into the process to allow CCG staff and public stakeholders, such as patient representatives to be critical friends and road-test the new website.

As more and more North Yorkshire CCG wide content comes on stream (policies, publications, referral pathways and commissioning positions), we hope the new website can be fully operational by the end of December 2020.

At this point, the 'interim' website solution will be turned off and the three old CCG websites can be fully decommissioned.