

# Appendix: Local Plan Planning for Engagement

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## Approach to developing engagement plan

- **We are developing a comprehensive engagement plan for public, patients and stakeholders across Bucks:**
  - supported by an overarching narrative about the cross-cutting work happening at BOBW-level
  - aligned with and informed by STP engagement planning both at BOBW-level and in neighbouring footprints e.g. Bedfordshire and Milton Keynes
- **Rationale:**
  - A 'locality-based' approach fits better with how many of our local patients and public use services (i.e. 'crossing borders' to Frimley and elsewhere) and therefore what they will want to know about and to influence.
  - Working at Bucks level allows us to move at pace and easily join up engagement across the CCGs, BCC and BHT as major provider.

*Note: NHS England guidance is clear that 'STP footprints are not statutory bodies – but discussion fora – so individual organisations within each remain accountable for ensuring their legal duties are met during the STP design, delivery and implementation process.'*

## Overarching engagement and communication aims

### Aims:

- Ensure we can demonstrate appropriate engagement with, and input from, the public and stakeholders, to inform the conclusions reached during the development of local plans for health and care services
- Ensure that we operate transparently ('no surprises') and prepare for any formal consultation

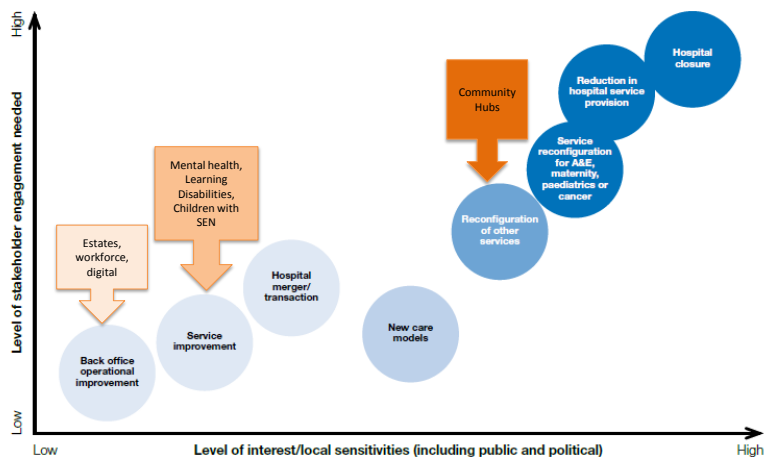
### Engagement

- Engage key stakeholders around each phase of work to ensure they are aware of, understand and contribute to the local plan
- Ensure the local plan hears from and understands stakeholder requirements and feedback, and these are taken appropriate account of
- Build relationships, dialogue and awareness in preparation for any formal consultation

### Communications

- Align communications and engagement messaging and activity across organisational boundaries
- Support the onward cascade of messaging and bring back audience insights and reactions
- Develop and refresh messaging based on feedback from Engagement Steering Group, Healthwatch and others

## What level of engagement is proportionate?



Source: NHS Improvement (with addition of Bucks-specific considerations in orange; darker = more extensive public engagement)

# When should we be engaging?

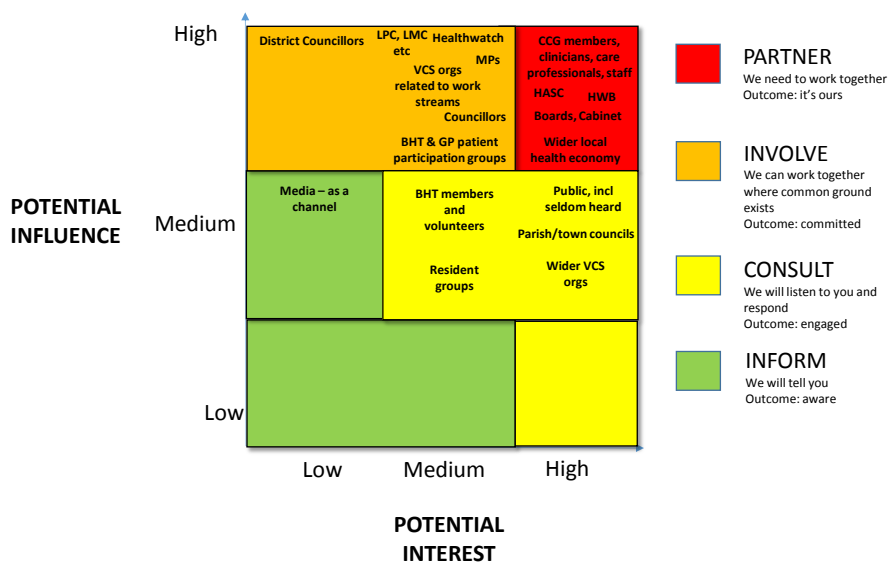


We are building on extensive prior insight and engagement about integrating care, especially community care. Next steps:

- Engagement across the 7 localities
- Potentially followed by formal consultations, dependent on nature of proposals

<sup>4</sup> Source: NHS England engagement guidance (with addition of Bucks-specific considerations in orange)

# Stakeholders (in development)



# Channels (in development)

## Patients, carers and public

- Dedicated public events
- PPGs
- Healthwatch
- Other existing channels for patients and the public e.g. Let's Talk Health Bucks
- Existing community and voluntary organisations' meetings and channels e.g. Carers' Bucks, Community Impact Bucks
- Reaching people where they already are: libraries, GP surgeries, pharmacies, hospital etc
- Joining up with other local engagement activity as appropriate

## Boards/partners

- Programme governance meeting schedule (T&DG, HBLG, other working groups)
- Statutory meeting updates (HASC, Health and Wellbeing Board etc)
- Stakeholder specific briefings, meetings and update communications to include Councillors, MPs, neighbouring CCGs and providers

## Clinicians, staff

- CCG member briefings, newsletters etc
- Wider CCG/BHT/BCC staff briefings and comms:
  - Scheduled meetings
  - Direct emails
  - Newsletters/bulletins
  - Noticeboards
  - Website/intranet
  - etc

## Wider stakeholders

- Materials to support partners in their cascades e.g. LAF briefings, parish newsletter content etc
- To be developed...

**Communications** – print, digital and broadcast media, CCG/BHT websites, e-bulletins, core content (see next slide), social media, 'you said, we did' communications

**Feedback** (from PPGs, specific events and meetings, ad-hoc: via email, telephone and post) – summarised and fed into the programme and results used to produce 'you said, we did' communications