

NHS Dorset Clinical Commissioning Group Governing Body
Report on the Work of the Engagement and
Development Directorate

Date of the meeting	15/07/2013
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Sponsoring DCCGGB member	Tim Goodson, Chief Officer
Purpose of report	To inform members as to the context of the work of the Engagement and Development directorate, outline key activities for 2013-14 and report on delivery to date (April – June).
Recommendation	The Governing Body is asked to Note the report.
Resource implications	None.
Link to strategic objectives	<ul style="list-style-type: none"> • Services designed around patients • Preventing ill health and inequalities • Sustainable healthcare services • Care closer to home
Risk assurance Impact on high level risks	None as this paper provides broad outlines to work programme only
Privacy impact assessment	N/A
Outcome of equality impact assessment process	
Actions to address impact	
Legal implications	None.
Freedom of information	Unrestricted.
Public and patient involvement	None.
Current status	N/A
Trend	N/A

1. Introduction

- 1.1 The purpose of this report is to highlight the work of the Engagement and Development Directorate and note the key priorities for 2013-14 and work undertaken to date.

2. Report

- 2.1 The Directorate comprises 27 staff deployed in the following functional areas: Strategic Development and Planning; Emergency Planning and Resilience; Engagement and Communication; Facilities Management; Organisational Development and Learning; HR, Workforce Planning and Assurance. The Directorate Work Programme is aligned to the corporate objectives and will focus on these priorities for 2013-14 outlined below.

2.2. Communication priorities:

- Improve the awareness and understanding our role and functions with the public and partners, through a range of channels;
- continue to develop our brand to ensuring that we have a clear identity building on our values and mission; measure CCG brand awareness;
- develop relationships with the media to support the communication of our work and priorities and develop our local, regional and national profile;
- develop clear communication channels for our membership model, linking localities, CCPs, governing body, practices and staff. Using our intranet as a key tool supported by membership newsletters, bulletins and updates using clear processes to target and add value to communications activity;
- develop an approach to social media which helps people have a conversation with us and engages people further, such as Twitter, Facebook and Linked-In.

2.3. Engagement priorities:

- Work with the CCP chairs to develop effective patient/user groups to support service change;
- focus on evolving the legacy arrangements that existed for Dorset and Bournemouth and Poole public involvement networks. A refreshed network will provide both locality and corporate level involvement;
- publish a plan of what the CCG will be engaging on over the coming year to provide people with clarity about the work they can get involved with;
- produce an online resource for localities and CCPs to understand and undertake effective engagement with all their key stakeholders;
- bring together information about patients and their experiences in one format for CCPs and localities to assist commissioning decisions and developments;

- develop a stakeholder management plan outlining the strategic and key relationships for the CCG.

2.4. **Organisational development priorities:**

- Ensure the continuing development of strategic and integrated partnerships and relationships;
- Build on the work of CCG authorisation to enhance the development of clinically led commissioning programmes and skills;
- Streamlining of organisational policies and processes, aligning these to our values where appropriate;
- Continue our governing body development and enhance succession planning;
- Locality development designed to enhance membership and locality level engagement.

2.5. **Strategic development and planning priorities:**

- Identify key reform areas, challenges and opportunities for the CCG and support the governing body and leadership to develop a coherent response e.g. health and social care integration agenda;
- Develop and implement a CCG Assurance framework;
- Develop the CCG strategy for Innovation;
- Refresh the CCG strategy for 2014-19, including the development of the Annual Delivery Plan for 2014/15.

2.6. The first quarter activity of the directorate has made strong progress towards these priorities and the following summarises progress across functional areas:

Strategic Development and Planning

- We have finalised the CCG Strategy and Annual Delivery Plan 2013/14 and commenced work to further develop and refine the CCG strategy and vision which includes engagement with range of stakeholders;
- We are reviewing and developing a framework for Strategic and Annual Planning, CCG Assurance and Commissioning Support Assurance, essential to maintain our future focus and organisational credentials.

Emergency Planning and Resilience

- We are working with NHS England (Wessex Area Team) on an agreement outlining both organisation's commitments to work together to deliver their EPRR functions;
- Implementation has commenced on a Business Continuity programme across Dorset CCG to enhance its resilience.

Engagement and Communication

- We are developing the CCG intranet to become a business resource for both staff and member practices. Following the build and migration phases, we will be launching this in July with “intranet day”. A suite of bulletins have been established for staff, CCG members and governing body members with latest developments and news; videoing of key events has enhanced our communication.
- We have produced a number of publications to help people understand and engage with the CCG including the five year strategy, the CCG prospectus and further editions of the CCG newsletter. We have re-launched our stakeholder bulletin which is sent to all CCG stakeholders on a monthly basis.
- On media relations, across the last quarter we proactively issued 14 media releases and responded to 32 enquiries.
- We have proactively planned and managed two media campaigns with clinicians at the heart of the communications:
 - NHS 111 and Choose well – this secured regional press coverage (Echo) radio (Wessex FM) and four television interviews (seen by over half a million people) on BBC Points West, BBC Spotlight and BBC Points West. The 111 hub in Ringwood also featured as part of a one-hour NHS special on the BBC’s primetime One Show on Wednesday 22 May.
 - Working with other NHS partners, we have launched “The Big Ask”, the largest research project ever undertaken in Dorset which is gathering public views on their local NHS services, via an online and printed questionnaire..
- A number of health network events have been held to support localities in their development of their own priority areas, and two major events with 200+ attendances from the whole network to get feedback on the CCG strategy and priorities.

Facilities Management

- A project plan and internal project team is in place for the accommodation review across both Canford House and Vespasian House, consolidating the CCG offices and releasing resources for other investment. All works should be completed by the end of July with staff moving to new locations in August.
- All external location and directional signage, and internal signs have been updated to reflect the move to the CCG.

Organisational Development and Learning

- A comprehensive series of orientation events were held to support staff with the move into the CCG. Supported by GPs, these events were extremely well received.
- Our second membership event has recently been held, with over 120 people attending each event. The outcomes from these events have

been instrumental in delivering the CCG priorities and shaping the CCG strategy.

- Work has started with practice managers to support their role in the CCG and to engage with them on CCG developments and projects.
- We have reframed the Governing Body Workshops into CCG Development Workshops that provide a wider perspective of commissioning support and clinical commissioning programme participation.

HR, Workforce Planning and Assurance

- We have reviewed the legacy PCT Cluster Staff Survey results and engaged with staff through their directorates and staff orientation sessions to inform the response plan. (Analysis of the results is available via the members intranet portal);
 - We have undertaken policy and resource migration to the CCG intranet on HR matters and are advancing the HR policy review work, informed by continuing staff engagement;
 - We have established a CCG workforce scorecard that will inform key staff performance areas (available via the members intranet portal); discussions on developing a similar assessment tool for key providers in underway with the Quality directorate;
 - Through the contracting round we provided advice and assurance schedules, developing existing workforce scorecard schedules and developing new schedules to enable assurance on equality matters;
 - We have launched the CCG 2013 Appraisal programme, aligning this to strategic aims and goals and enabling individual performance assessment as part of the framework.
- 2.7. Progress on the future work of the Directorate will be reported on a quarterly basis.

3. Conclusion

- 3.1 Members are asked to **note** the report on the work of the Engagement and Development directorate.

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