

Report to STP Board: 20 May 2019

Agenda item:	6.3		
Title:	Stakeholder Engagement		
Lead:	Stephen Posey, Chief Executive, Royal Papworth NHS Foundation Trust (RPHFT)		
Author:	Aidan Fallon, Head of Communication & Engagement, System Delivery Unit (SDU)		
Report purpose (<i>Please mark one in bold</i>)			
APPROVAL	DECISION	ASSURE	INFORM
Link to STP Priorities (<i>Please mark all applicable in bold</i>)			
AT HOME IS BEST	SAFE & EFFECTIVE HOSPITAL CARE, WHEN NEEDED	WE'RE ONLY SUSTAINABLE TOGETHER	SUPPORTED DELIVERY
Committees/groups where this has been presented to before (<i>including date</i>)			
Not applicable.			

Purpose of the paper

The purpose of this paper is to:

- update the Sustainability and Transformation Partnership (STP) Board with progress on engaging with influential stakeholders in order to support our aim of delivering a sustainable local health and care system; and
- provide an overview of our plans to engage with stakeholders in the development of the Long-Term Plan.

The STP Board is invited to:

The STP Board is asked to:

- note progress on engaging with influential stakeholders and consider the focus for this engagement over the coming months; and
- note our approach to stakeholder engagement in the development of the Long-Term Plan

1. BODY OF REPORT

Engaging with stakeholders to support a sustainable local health and care system

Since November 2018, system leaders have been engaging with local and national decision-makers in a co-ordinated effort to influence those who can support our aim to address the long-term sustainability of health and care services in Cambridgeshire and Peterborough.

This engagement with key stakeholders is about opening conversations and developing an on-going dialogue, rather than specific asks, but which lays the foundations for creating ambassadors and advocates for the System.

Since late last year, there have been several 'rounds' of system leader meetings with our local MPs, with the latest round having been completed in late April. System leaders have also met with Government ministers, members of the House of Lords, key local politicians, academic leaders and senior figures at the department of Health.

The key themes and issues to emerge, so far, from our on-going dialogue are:

- welcome evidence of collaborative working across the system;
- MPs want early involvement, should there be issues that they may be able to support the system with;
- tackling health inequalities;
- system financial pressures, funding gap and associated issues;
- supporting and noting our current system priorities for 2018/19 and beyond; and
- our Alliances and Integrated Neighbourhoods.

We developed a 'golden thread' system narrative to support this dialogue – a core narrative to be uniformly communicated externally and which speaks to our challenges, but also emphasises unity, speaks positively of partners and celebrates successes.

Board members may want to reflect on and steer the focus of this engagement and messaging, over the coming months, in light of our 2019/20 plans and, in particular, our financial pressures.

Engaging stakeholders in the Long-Term Plan

Board members are asked to note that the initiative, outlined above, is only one element of our activities to ensure effective communication and engagement with a wide range of stakeholders. The HCE approved our new External Communications and Engagement Strategy in 2018. Beneath this overarching strategy are multiple communication and engagement plans for specific system priorities (for example: falls prevention, Better Births, winter planning, etc.) and each plan has identified specific and relevant stakeholders to be engaged with.

The Communications Enabling Group has, therefore, agreed principles by which we will deliver effective stakeholder engagement in the development of the Long Term Plan:

- Build on existent communication and engagement activities;
- Shared leadership of communications and engagement, between our System Delivery Unit (SDU) and the in-house communication leads of each partner (Communications Enabling Groups);
- Predominant use of existent channels for communication and engagement (e.g. cascade by and through partner organisations), as this represents both the most cost-effective

approach and the ability to use credible, recognised channels. This also reinforces the messages that individual partners are the system and not something separate; and

- Clarity of system ownership of stakeholder feedback/inputs.

Our approach will be to build on the work we already do to engage with our stakeholders, including patients, local people, staff and the voluntary sector, and make sure that their views are reflected in the Long Term Plan. For example, the North Alliance is planning to hold a stakeholder event, in the Huntingdon and Fenland area, to find out how patients, local people and staff think an Integrated Neighbourhood should develop. The outcomes from this event will feed into the Long Term Plan. Healthwatch are also surveying local people and are running Focus Groups and, again, this will be reflected in the Long term Plan. Where there is a need to do more to make sure that Stakeholder views influence the Long Term Plan – we will put arrangements in place to do this.

2. RECOMMENDATIONS

The STP Board is asked to:

- note progress on engaging with influential stakeholders and consider the focus for this engagement over the coming months; and
- note our approach to stakeholder engagement in the development of the Long-Term Plan.

15 May 2019