

## Report to STP Board: 18 July 2019

<b>Agenda item:</b>	6.1		
<b>Title:</b>	Stakeholder Engagement		
<b>Lead:</b>	Stephen Posey, Chief Executive, Royal Papworth NHS Foundation Trust (RPHFT)		
<b>Author:</b>	Aidan Fallon, Head of Communication & Engagement, System Delivery Unit (SDU)		
<b>Report purpose</b> <i>(Please mark one in bold)</i>			
APPROVAL	DECISION	ASSURE	<b>INFORM</b>
<b>Link to STP Priorities</b> <i>(Please mark all applicable in bold)</i>			
AT HOME IS BEST	SAFE & EFFECTIVE HOSPITAL CARE, WHEN NEEDED	<b>WE'RE ONLY SUSTAINABLE TOGETHER</b>	SUPPORTED DELIVERY
<b>Committees/groups where this has been presented to before</b> <i>(including date)</i>			
Not applicable.			

<b>Purpose of the paper</b>
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.
<b>The STP Board is invited to:</b>
The STP Board is asked to <b>note</b> progress on engaging with influential stakeholders and consider the focus for this engagement over the coming months.

## 1. INTRODUCTION / BACKGROUND

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.

## 2. BODY OF REPORT

System leaders have been engaging with the range of senior stakeholders, including Government ministers, members of the House of Lords, key local politicians, academic leaders and senior figures at the department of Health.

There has been a particular emphasis on engaging with our local MPs and several 'rounds' of meetings have taken place over the past months. The focus of this engagement has, inevitably, been on our financial position and has had the positive effect of prompting several of our MPs (Heidi Allen, South Cambridgeshire and Daniel Zeichner, Cambridge) to convene a Westminster Hall debate regarding one significant element of our financial pressures, namely the shortfall in our CCG's capitation funding.

STP Board members may want to reflect on and steer the focus of our messaging and engagement, over the coming months, in light of our financial pressures, taking account of issues including:

- The momentum that has begun to be generated from the national public discussion regarding the shortfall in our capitation funding, as alluded to above;
- The implications of our regulators having a more optimistic view, from that of system partners, on the ease of achieving our system-wide control total of £192m overspend, for 2019/20; and
- The reputational impact of our financial challenges on our relationships with wider regional and other partners.

We have developed a system-wide financial narrative to support this dialogue (appendix 1) – a core narrative to be uniformly communicated externally and which speaks to our financial challenges, making clear those challenges that we are empowered to address locally and those challenges that require external and, in most cases, national, interventions.

As a next step, we plan to refine the approach taken to date, by:

- Recognising that the most effective way of restoring our credibility is to deliver our 2019/20 plan – being visibly seen to take difficult decisions, working together – while we continue to investigate the causes of our financial challenges;
- Focussing on one or two key messages – for example the shortfall in the System's allocations for the CCG and public health; and
- Identifying a small number of individuals best placed to advocate on our behalf, from political, voluntary sector and holding other senior offices – and working closely with them over coming months.

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 Health and Care Executive (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, Diabetes, etc.) and each plan has identified specific and relevant stakeholders to be engaged with.

### 3. 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.

**July 2019**

**Appendices: *Appendix 1 - A system-wide financial narrative***