

Cambridgeshire and Peterborough ICS Brand and Vision Development

Survey results

ICS Brand and Vision Development – survey overview

- We shared our ICS survey with partners including:
 - NHS Partners, Local Authorities, Voluntary Sectors and others
 - Staff
- We had **326 responses**
- The ICS will be known as:
 - **All together for healthier futures** – Cambridgeshire and Peterborough
- With the **brand strapline** (based on survey results)
 - Working together to improve the health and wellbeing of our local people throughout their lives.

Quantative overview/who responded?

- 83% work in the NHS, Local Authority or Voluntary Sector
- 74% want to be involved in shaping the ICS
- They would like to do this by:
 - Information via a newsletter
 - Completing surveys
 - Hearing from experts on key issues (virtual or in person)
 - Getting involved with tackling specific priority issues
- 90% of respondents were between 30 and 70 years old
- Broad coverage of area, highest respondent area was PE1, and also included SG and IP postcodes, covering Hertfordshire and Suffolk

Qualitative overview:

‘What does the term Integrated Care System mean to you?’

- Rich source of information from this question (316 responded)
- Key positive themes include:
 - 63% mention opportunity for **more joined up working**/working together
 - 79% mention **improvement to care and/or services**
- Healthy and expected cynicism from a small percentage of respondents
 - Just another restructure, waste of money, seen it all before, privatisation etc
- These replies will allow us to prepare replies to challenge and inform our key messaging



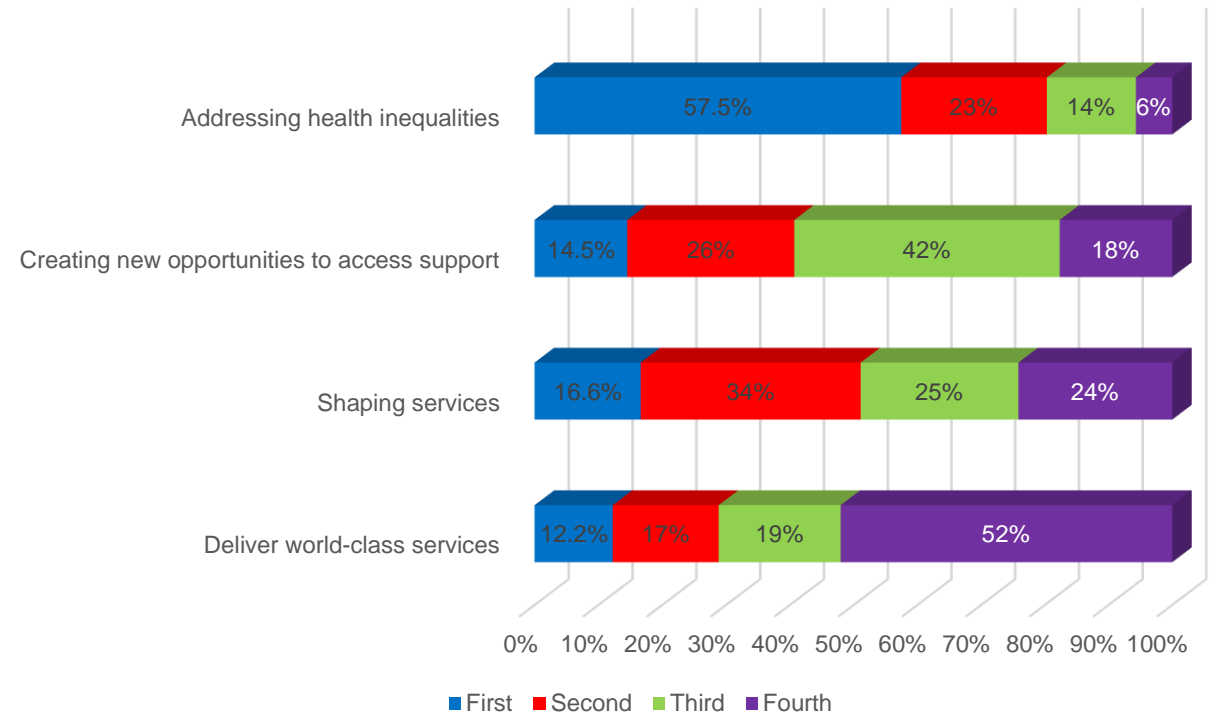
Priorities

We asked respondents to rank our four proposed priorities in order of preference

Key findings:

- Clear support for addressing **health inequalities** (80% picked as 1st or 2nd choice)
- Second and third priorities very close in ranking when taking additional choices into account
- Deliver world class services priority raised a number of comments about the term ‘world class’ in open text responses

Priorities in rank order



Priorities

Respondents were asked for their thoughts on any priorities we may not have considered

- Analysis of the 109 additional replies reveal some key themes/areas:
 - **Shared care records**/joined up systems and working practices
 - Empowering people to **help themselves**, not rely on services
 - Increased or parity of **services** or **access** to them

These were mentioned by between 25 and 40 of the additional replies, equating to 24-36% overall.

Next steps...

- **Share results** with those who asked to be kept in the loop with ICS work
- We will now start **visual development** of the brand
 - Stakeholder and staff brand and website groups being set up
- Procurement for an **ICS website** is underway – supplier identified and procurement, IT and IG clearance processes all underway
 - Holding page on our website is live
- Planning for internal system communications campaign underway for an event in Sept

July	August	September	October	November	December
Website procurement	Stakeholder & staff workshops	Stakeholder & staff workshops	First draft of website ready to review and sign off	Uploading content	Final website testing and go live
Brand development work starts	Content plan and wireframe in place	Branding complete	Content at final sign off	User testing	Official launch (and STP website closedown)
Strategy development work underway	ICS Strategy focused Comms Cell	Draft Comms & Engagement Strategy ready for socialisation	C&E Strategy Finalised	Training	