

Contents

Introduction	3
Engagement in the CCGs' Annual Reports	3
Why do we engage with the public?	4
How we listen to people's experiences and views	5
Grass Roots	5
Our approach to accessible information	5
People's Board	6
Patient groups and volunteers	7
Recognising volunteers	7
Maternity Voices Partnership	8
Engaging People – working with voluntary and community sector partners	9
Highlights from 2017/18	10
The Big Conversation: #oursaycounts	10
Engagement and consultation on community care services in Craven	11
Youth engagement: #SelfCareEverywhere	12
Assurance on patient and community engagement	13
Lay members of the governing bodies	13
Internal audit review	13
Involve group and tracker	13
NHS England ratings	14
Priorities for 2018/19	15

Introduction

This report sets out highlights of how the three Clinical Commissioning Groups (CCGs) across Bradford District and Craven have involved patients, carers and the wider public during 2017-18.

For further information about how to get involved, or any of the projects in this report, please contact the CCGs' engagement team on 01274 237546 or email engage@bradford.nhs.uk

The CCGs work together through shared management structures, while retaining independent governance and decision-making to reflect our distinct populations. Our engagement team works across the whole of Bradford District and Craven; we work with local stakeholders to ensure that our approach is adapted to suit each community, so that we're hearing from people across our varied geography and from a range of backgrounds.

All three CCGs have a strong and shared commitment to learning from patient experience and feedback, engaging our communities, and involving people in the decisions we make.

To help us reach people from different backgrounds and communities, we have a number of routes for people to get involved including online feedback, attending events or networks, and our People's Board which ensures local communities can influence at a strategic level. We make getting involved as easy and accessible as possible, working with partner organisations, the voluntary and community sector, local Healthwatch organisations and individual patients and carers to engage with people in a way that works for them.

Engagement in the CCGs' Annual Reports

Each CCG produces its own Annual Report, which includes detailed information about how we meet our legal duties to engage and involve our local communities, along with information about our performance, decision-making and finance. You can find our full Annual Reports on the websites for each CCG:

Airedale, Wharfedale and Craven CCG

www.airedalewharfedalecravenccg.nhs.uk/about-us-/documents/annual-report/

Bradford City CCG

www.bradfordcityccg.nhs.uk/about-us/our-publications/annual-report/

Bradford Districts CCG

www.bradforddistrictscg.nhs.uk/about-us/our-publications/annual-report/

Why do we engage with the public?

Our aim is to make sure that all of our work is informed by people who use services, care for others or live or work in the district. We listen directly to people about their health and wellbeing needs, wishes and aspirations, their experiences of current health and care services and their ideas for improvement.

Hearing what our communities think works and doesn't, understanding their lives and supporting people to make healthier choices and manage their own health is critical to long-term sustainability of health and care services. Each CCG's constitution includes a clear commitment to engaging with patients and communities, and we take seriously our statutory duties¹ to involve the public in our decision-making and governance.

The views and experiences of people from across Bradford District and Craven make a real difference to our decision-making and planning.

Some examples of impact in 2017/18 include:

- Over 1500 people took part in our consultation on the future of community care services in Craven; their views influenced the governing body's decision to reopen Castleberg Hospital in Settle.
- The 'Big Conversation' in partnership with Healthwatch gathered views from people across Bradford District and Craven and shaped the 'Happy, Healthy, at Home' plan which sets out the future direction for health and care.
- Local families and community organisations got involved in the launch of our new Maternity Voices Partnership, to help us improve the experience of having a baby in Bradford District and Craven.
- Young people from Bradford designed and led the #SelfCareEverywhere event, celebrating positive messages on health and wellbeing and exploring issues that matter most to young people



Comments from the public captured during our Big Conversation on the future of health and care

¹Under the National Health Service Act 2006 (as amended by the Health and Social Care Act 2012), CCGs have duties to involve the public in commissioning, (under section 14Z2).

How we listen to people's experiences and views

We want as many people as possible in Bradford District and Craven to get involved in what we do. People can choose how much or how little they want to get involved and how much of their experience they want to share – from giving feedback about a service or responding to a survey, to attending a focus group or becoming a member of the People's Board.

As well as setting up our own ways for people to get involved, we take an asset based approach – working with the groups and organisations that are already well connected in the community and hearing from local people.

Information about all the different ways to get involved is available on our websites, and promoted through our voluntary and community sector (VCS) partners and member practices.

Grass Roots

So that no voice is ignored, we pull together information from external and internal sources into a database which we call 'Grass Roots'. Bringing all this rich insight together means that whether people have shared their story with Healthwatch, Care Opinion or on NHS Choices, taken part in a survey, or made a complaint to the CCG; their views are being heard. We've made plans this year to improve the systems we use for patient experience and insight, to help us better understand and report on the themes and trends in what people tell us. This new system will be in place from April 2018.

The insight we gather is fed through the organisation at all levels, for example with regular reporting of Grass Roots insight to the joint quality committee, individual patient/carer stories shared at our governing body meetings, and specific reports presented at programme boards.

Having insight from Grass Roots helps the CCGs understand people's experiences of using services so that we can shape them to better meet their needs. For example, a pattern of feedback relating to the experiences of Deaf patients has resulted in us working with Bradford Talking Media (BTM) to develop awareness training for primary care staff.

Our approach to accessible information

We work with a local charity BTM, to ensure we meet the requirements of the Accessible Information Standard and help people to receive information in suitable formats.

They've worked with us to develop Easy Read, audio and BSL versions of key documents and provide advice and support to the CCG and our member practices.

BTM has an online library of resources that can be found at www.btm.org.uk/resources/

People's Board



Bradford City and Bradford Districts CCGs' governing bodies established the People's Board in 2016 and it continues to develop its unique position in our system for engagement. People's Board members have played a valuable role in attending a number of CCG programme boards, bringing a different perspective into the heart of decision making. They have helped shape commissioning decisions, including changes to gluten-free prescribing and development of plans around self-care and social prescribing.

The CCGs are committed to the ongoing growth of the People's Board, and this year the CCGs' senior management team has been involved in joint development sessions to help nurture relationships and influence. With support from the CCG communications and engagement team, the People's Board has created its own visual identity, website and social media presence to help it have an authentic voice and build connections with the public and other organisations.

As our joint approach to engagement develops across the three CCG areas, the People's Board has worked with the team at Airedale, Wharfedale and Craven CCG (AWC) and is opening membership to people from AWC in 2018.

You can read more about the People's Board on its blog page: <https://thepeoplesboard.blog>

"I feel privileged to be part of the People's Board and I am honoured to be its Chair. The development of the People's Board has been a real step forward in understanding the value that patient's views can have in shaping health services. However, we still have lots more work to do!"
Emma Stafford, Chair of Bradford District & Craven People's Board

Patient groups and volunteers

At the heart of our approach to involving patients and the public are our 76 member GP practices across the three CCG areas, and their patient participation groups (PPGs).

Feedback from PPG members is helping to shape our plans for future support to help develop effective engagement at practice level. People told us there was variation in the effectiveness of PPGs across the area, along with the challenge of recruiting members and making an impact. They told us they wanted a package of training and support to help build more effective participation both at practice and CCG level. Working with PPG members and voluntary sector partners, the CCGs have commissioned a programme of training to build capacity and skills for involvement which will be delivered throughout 2018/19.

Recognising volunteers

The work of PPGs and other practice volunteers is celebrated in our annual 'Healthcare Heroes' awards which are presented at each CCG's Annual General Meeting.

The awards presentation in September highlighted some of the fantastic work that's going on across the district, and the ways that practice volunteers can make a really positive difference – here are just a few highlights:

- Renata Dziama is vice-chair of the PPG at Dr Azam and partners' practice and won the Bradford City CCG Practice Volunteering Award. Renata is a qualified Polish interpreter and she gives her time freely to the practice to help Polish-speaking patients - this makes life much easier for both staff and patients. She encourages patients who have never been registered with a GP surgery to access services and ensure they receive the correct health care. She also helps with getting self-care information out into the Polish community.
- In Bradford Districts CCG, the 'Living Well Hero' award went to Sunnybank Medical Centre Practice Champions. They are a group of volunteers who provide services that help patients manage their own health. They offer a "Walking for Health" group, relaxation sessions and a weekly "Coffee and Craft" sessions. Recently they have started work to clear an allotment in the village, which they will then use to have a gardening group, outdoor get-togethers and to provide free fresh produce for patients.
- The Young Hero award for Airedale, Wharfedale and Craven CCG was given to Rosema Nawaz, for helping the CCG to understand the views and experiences of young people about mental health. She took part in the #SelfCareEverywhere event held in August 2017, delivering a workshop about unlocking power and being confident. Working with a wider group of young people, she developed a fantastic proposal to address bullying and the impact on mental wellbeing which will shape work going forward across Bradford District and Craven.

The awards are a great way of sharing good practice, recognising the efforts of PPG members and other volunteers, and encouraging more people to get involved.

Maternity Voices Partnership

Effective service user co-production is a key component of implementing 'Better Births', the national five year forward view for maternity services. This year in Bradford District and Craven, we have been working with the existing partnership forum (formerly the maternity services liaison committee) to make the forum more accessible and encourage more women and families to get involved, particularly from under-represented groups.

Our Maternity Voices Partnership is a newly formed advisory and action forum, with an independent lay chair, working towards increasing representation and involvement of service users, carers, and families using maternity services at both Airedale NHS Foundation Trust and Bradford Royal Infirmary.

Using the principles and practice of participatory co-design and co-production, we worked with stakeholders and community groups to plan an event where the Maternity Voices Partnership was formally launched by local MP Judith Cummins.



"It was a great event; it was wonderful to see so many parents along with professionals who care for women and their families as well as community organisations. There was a real buzz in the room as everyone shared ideas about how we ensure that women's experiences of maternity care are at the heart of everything we do and how we can keep making the experience of having a baby in our area even better".
Liz Firth, service user chair of the Maternity Voices Partnership

Engaging People – working with voluntary and community sector partners

The Engaging People programme was launched in summer 2017 to support the delivery of our engagement and experience work across Bradford District and Craven.

Engaging People is a voluntary and community sector (VCS) partnership project, commissioned by Bradford City, Bradford Districts and Airedale, Wharfedale and Craven CCGs in 2017 to engage with the public and patient on our behalf. The partnership includes local organisations CNet, HALE, BTM and Healthwatch Bradford and District.

Engaging People carry out projects that link to CCG priorities and work streams, helping us reach out to hear the voices and views of diverse groups or communities, particularly potentially disadvantaged groups. Engaging People also connect with our other routes for engagement and feedback.

This includes providing support to the patient participation group (PPG) network, facilitating the Women's Health Network and Maternity Voices Partnership, and submitting information to our Grass Roots reporting system.

Since Engaging People was set up in summer 2017, they've supported or carried out a number of projects in the Bradford City CCG area, including:

Smoking in pregnancy

Engagement with women from specific communities to understand how cessation services can better support women and what would encourage them to stop smoking in pregnancy. The team spoke to women from white working class, South Asian, and Eastern European backgrounds, whose experiences haven't often been heard.

"GPs and health people just assume we [Asian women] don't smoke. I never get asked if I am a smoker".
Quote from participant

Out of hospital care

This project focused on the awareness, understanding and experiences of out of hospital community-based care across the Bradford District and Craven. Through visiting community groups and having one-to-one conversations, the Engaging People team spoke with, and listened to, 108 older people representing 14 different nationalities: Polish, Italian, Serbian, Latvian, Estonian, British, Slovak, Czechoslovakian, Ukrainian, Slovenian, Iranian, Pakistani, Indian and Bulgarian. Insights from local communities are helping our Planned Care Programme Board develop options for future services.

Self-Care

Building on previous engagement work, the team engaged with local people about what enables them to take action to manage their own health and wellbeing.

Their report included infographics, showing the kinds of support and messages which will work best for particular communities.

All reports produced by Engaging People are on the CCGs' websites.



Engagement and consultation on community care services in Craven



Between 14 November 2017 and 27 February 2018, Airedale, Wharfedale and Craven CCG consulted on community care services for people living in Craven, including the future of Castleberg Hospital. This followed a pre-consultation engagement period that took place in August and September 2017.

During the pre-consultation engagement period, we asked people in Craven about what options we should consider when consulting about the future of services at Castleberg Hospital. We asked about how we should consult with people once final options had been identified. They said that the consultation should ideally focus on having clear, accessible information regarding future plans, with a range of opportunities for feedback, and evidence of having taken the views of local people into account.

Throughout the engagement phase and the formal consultation, we worked closely with Healthwatch North Yorkshire and with local community organisations, including a number of local active citizens who came together to form an interest group around the future of Castleberg hospital. We maintained honest, open dialogue with the community and were grateful to the interest group and other organisations who worked positively with us to encourage people to share their views. Altogether, there were 1,664 responses to the consultation. In addition, 334 people attended the drop-in sessions where people could have detailed conversations with teams from the CCG and partner organisations.

The decision about the future of Castleberg hospital was made at the meeting of the CCGs' governing bodies in May 2018, held at a venue in Settle to enable local people to be there. The meeting was recorded and the video shared on our website so that people could watch and understand the decision being taken. After listening to information about the potential options, and the views gathered from the public during the consultation, the decision was made to re-open Castleberg hospital.

Local people continue to be involved as plans are being developed for the future of services at the hospital, and considering opportunities for community-led health and wellbeing initiatives.

John Asher who led the 'Castleberg the Future' steering group received a 'Healthcare Hero' award from the CCG at the AGM for his dedication to ensuring community voices are heard.



#SELF CARE EVERYWHERE



In July 2017, the CCGs worked with NHS England to host a young people's event focused on self-care, after it had been recognised in the national self-care strategy that there was not enough involvement of young people

Children and young people make up nearly 25% of the population in England and 40% of all primary care activity relates to children and young people. Fifteen per cent of young people live with a long-term condition, 6% have a disability, 50% of all mental health problems in adulthood start by age 14, and 700,000 are young carers.

Bradford was chosen as the host city for the event as it is set to be the youngest city in Europe by 2020, so we wanted to set the standard for engaging with young people to make sure that local health and care services are designed around their needs.

We put together a multi-partner event, working with the national team and colleagues across the West Yorkshire and Harrogate footprint to showcase how the NHS can co-design and co-produce with young people. It was hoped that the approaches used would showcase how working with young people can be fun, inspiring, and effective in developing appropriate policies and delivering strategies.

The day was planned by young people, as a festival spread across three venues within Bradford city centre, with a varied programme of workshops and events.

People attending the event commented on how they 'loved the way young people led the event and introduced different speakers'. Also the variety of workshops based on different approaches which expanded the typical 'healthcare' agenda to include music, talks, dance, yoga, doll making and lots of lively debate.

"Young people have lots of ideas and it's great to have them heard and see how #SelfCareEverywhere has changed because of what we have said".

"We love that we've created the # used for the event name as it gets across that self-care needs to be everywhere, in everything that we do. We've also changed the words and labels attached to the event so we all talk in a way that reduces stigma, makes young people confident to share and be included in their health and care. We want to show that young people do care about themselves and #selfcareeverywhere will encourage them to keep doing the things that make them feel good and be active".

Jaasra, Naz, Iram, Mehmoona, Courtney and Sarah, from Speaker's Corner, Bradford, involved in planning #SelfCareEverywhere

Assurance on patient and community engagement

Lay members of the governing bodies

Each CCG's governing bodies includes lay members with a specific role around patient and public involvement (PPI); their role is to champion engagement in CCG decision-making.

- Airedale Wharfedale and Craven CCG: Pam Essler
- Bradford City CCG: Max McLean
- Bradford Districts CCG: David Richardson

Our lay members for PPI keep an oversight on engagement activity, and ensure that commissioning decisions have taken account of the views and experiences of the population we serve. They work closely with our People's Board and Patient Network and bring the public perspective into our governance.

Internal audit review

In January 2018, Audit Yorkshire conducted a review of the CCG's approach to patient and public involvement. The aim of this review was to provide assurance on the processes for ensuring that patient and public involvement is effective in the planning, development and consideration of proposals for changes and decisions affecting the provision and structure of services.

The audit report published in March 2018 gave 'significant assurance' that the CCG is meeting its responsibilities with regard to patient and public involvement. It said that there is generally a sound system of internal control evident for the involvement of patients and the public to inform commissioning activity at the CCGs. The review confirmed that the CCGs are compliant with the statutory guidance.

The main areas for further development are in relation to the operation of the People's Board moving into AWC and the adoption of further methods for evidencing engagement activity. There is also scope for the CCGs to demonstrate how they meet the training needs of individuals involved in engagement activity.

Involve group and tracker

The Involve group brings together the communications, engagement and equalities teams within the CCGs, the lay members for patient and public involvement, patient participation groups (PPGs) and networks, the People's Board and other stakeholders.

The Involve tracker has been developed in 2017/18 through the communications, engagement and equalities teams of Airedale, Wharfedale and Craven, Bradford City and Bradford Districts CCGs. The tracker shows what activity has happened, next steps and the expected impact or outcomes. The red/amber/green rating helps us identify where things are going well and areas that may need more focus or action.

The Involve tracker is now reviewed at each governing body meeting and provides assurance that our communications, engagement and equalities work meets our objectives, achieves the requirements of the NHS constitution, and creates meaningful dialogue with local people. The tracker is presented to the governing body for information at their meeting every two months, and published on our websites.

NHS England ratings

NHS England has a statutory duty to conduct an annual assessment of every CCG in England, using the [CCG improvement and assessment framework](#).

The CCG scorecard for 2017/18 had 51 indicators set out across four areas: better health, better care, sustainability and leadership. The indicators are selected from the NHS Constitution, which includes important measures of performance including financial targets and from outcomes frameworks developed to assess longer term improvements in the health of our population.

CCGs are rated as **red** (inadequate), **amber** (requires improvement), or **green** (good or outstanding). All three CCGs were rated green (good or outstanding) in 2017/18.

CCG	2017/18 Overall
Airedale, Wharfedale & Craven CCG	Outstanding
Bradford City CCG	Outstanding
Bradford Districts CCG	Good

In 2017/18, for the first time CCGs were rated on an indicator for [Patient and Community Engagement](#), which looked at information on our websites and our Annual Reports for 2016/17. This indicator is further broken down into five domains:

	Governance	Annual Reporting	Day to day practice	Feedback & Evaluation	Equalities & health inequalities
AWC	Good	Requires Improvement	Good	Requires Improvement	Good
City	Good	Requires Improvement	Outstanding	Good	Good
Districts	Outstanding	Requires Improvement	Good	Good	Good

This assessment, along with feedback from stakeholders will help us identify areas for improvement in our patient and community engagement during 2018/19.

Priorities for 2018/19

In CCGs' Annual Reports we identified key priorities to focus on in 2018/19, to improve our approach to engagement.

- Developing our Grass Roots reporting – through investing in improved technology, we will be better able to collate insight from different sources and understand the big picture of patient experience.
- Supporting people who get involved – working with VCS partners, we will develop a programme of training on participation and involvement across Bradford District and Craven. In Airedale, Wharfedale and Craven we will focus on strengthening the patient network.
- Further development and support for the People's Board – ensuring that community voices are embedded into our decision-making. The People's Board will open up its membership to include Airedale, Wharfedale and Craven.
- Engagement in the development of Primary Care Home (Community Partnership) models – connecting local people and organisations to the creation of these new ways of working which involve organisations working together to look after the wellbeing of a local population.
- Young people's engagement – we will build on existing work to put the voices of young people at the heart of planning for the future.

We will continue to work closely with our colleagues at the West Yorkshire and Harrogate Health and Care Partnership, sharing good practice and collaborating across the region to engage people most effectively.

Within Bradford District and Craven we will work with the local authorities, provider Trusts and the voluntary sector to join-up our approach to engagement where possible.

Key engagement projects coming up in 2018/19:

- Talk Cancer: encouraging people in Bradford to have better conversations about cancer, in order to improve screening uptake, early detection and prevention
- Carers' support: engaging with carers across Bradford District and Craven to help shape our offer of support
- National consultations on changes to prescribing of over the counter medicines
- Care Navigation – helping people understand how to get the right care, from the right person, first time when contacting their GP practice

Other engagement activities will be developed throughout the year, in response to feedback from the public, or potential commissioning decisions which need patient and community insight.

NHS Bradford Districts CCG
NHS Bradford City CCG

Scorex House
1 Bolton Road
Bradford BD1 4AS

Tel: 01274 237290

NHS Airedale, Wharfedale & Craven CCG

Millennium Business Park
Steeton
Keighley
BD20 6RB

Tel: 01274 237324