

## **Communication & Engagement Committee**

Exception and Progress Report

December 2018 and January 2019

### **Areas of significant Improvement/Progress in last two months.**

#### **Customer Service Excellence**

The CSE assessment took place in November. A full report is contained as part of the Governing Body Agenda.

#### **IAF Patient and Community Engagement Indicator Workshop**

NHS England invited the CCG to present a report to the above meeting in Leeds on 10<sup>th</sup> January, following the SRGG excellent performance rating in relation to the IAF Domain B. A verbal report on the outcome will be given at the meeting

#### **Staff Bulletin**

Following a staff survey conducted in May, which indicated that staff felt they were not being fully informed, a staff bulletin was developed which provides a fortnightly update. After 6 months, staff were surveyed in order to understand whether it was of value. The feedback is contained at **Annex One**.

#### **Website**

The website continues to be developed in consultation with GP's and other stakeholders, and a presentation will be given to the next Governing Body in order to gain approval prior to the launch

#### **Media dashboard**

The media activity dashboard is attached at **Annex Two** for information.

#### **Commissioning Maze**

Discussions are ongoing with UTC, CU, and Scarborough Sixth Form College in order that a younger perspective can be incorporated into the overall feedback in 2019.

#### **Acute Services Review**

The C&E staff will assist in any requests for communication and engagement.

#### **Practice Representative Group**

The Practice Representative group met on 12<sup>th</sup> December 2018. Presentations were given by HFT to provide an update on the Community Services Contract, and by York FT to provide an update on 'Home First' and also the potential impact of the new award of Capital for Scarborough Hospital. Both presentations were very well received and stimulated a lot of interest and questions. The next meeting will be held on 6<sup>th</sup> March 2019.

**Areas where standards/progress fall below the expected targets**

None

**Risks to SRCCG**

None

**Corrective actions**

None

**Recommendations to the Governing Body**

To note the report

**Other notes/comments that Governing Body should be aware of.**

None

Name: Andy Hudson

Title: Lay Member & Chair of the Communication & Engagement Committee

## Feedback on Staff Bulletin from Scarborough and Ryedale CCG staff

### Background

A survey was circulated in May 2018 which asked SCRCCG staff if they felt they were fully informed/ up to date on what was going on within the CCG. The feedback suggested that this was not the case which prompted the beginning of the SCRCCG staff bulletin. The staff bulletin has now been running for 6 months and is a fortnightly update which covers any news relevant to staff, updates on a number of teams within the CCG, updates on new staff as well as staff that are leaving, information about any health campaigns the CCG are supporting, updates on the CCG social media performance, policy updates and information governance.

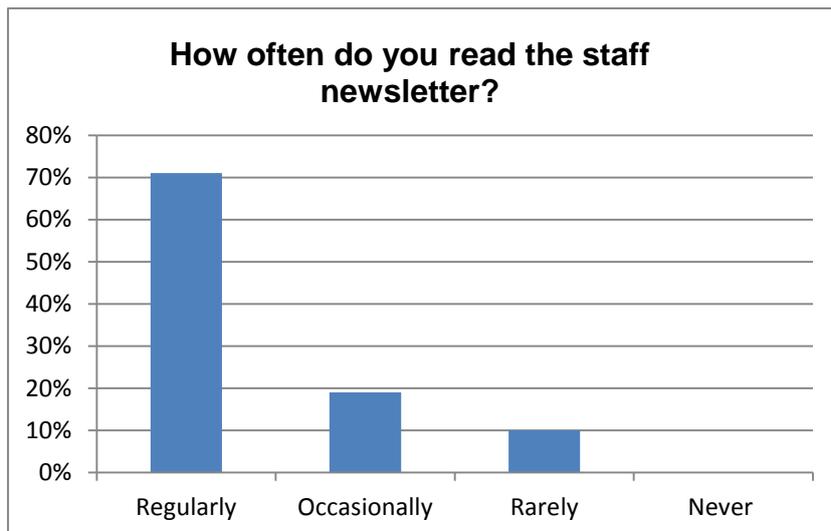
### Objective

As mentioned above the bulletin has now been running for 6 months and the communications and engagement team thought this would be a good time for a review. The review looks to find out if staff find the bulletin useful and informative and ask for any suggestions for what could be added to the newsletter and any suggestions on how it could be changed.

### Methodology

A paper copy of the survey was circulated to all CCG in the Town Hall offices. Electronic copies of the survey were circulated via email to the Governing Body, staff at Amy Johnson Way and Kingswood.

### Summary of the key feedback from the survey



### Key Facts

22 members of staff provided feedback

71% of respondents stated they regularly read the bulletin

90% of staff feel more up to date on what is going on within the CCG

70% of staff have a better understanding on the work of other teams within the CCG

90% of staff are happy for the bulletin to be the main communication of IG and policies

## Feedback

A total of 22 members of staff completed the survey over a period of 15 days from the survey opening on 20 November 2018 and closing on 5 December 2018. 10 members of staff completed the paper copy of the survey and 12 completed it online.

## Frequency of readership

21 members of staff answered the question about the frequency of readership. 71% (15) of staff stated that they read the newsletter regularly, 19% (4) put that they read the bulletin occasionally the remaining 10% (2) answered rarely, no one stated that they had never read the newsletter.

## Do staff feel more informed?

21 members of staff provided an answer when asked if they felt more informed on what was going on within the CCG. 90% (19) of the respondents agreed that they felt more informed and the remaining 10% (2) stated they did not.

## Teams within the CCG

All 22 respondents provided an answer when asked if they felt more up to date on the work of different teams within the CCG. 68% (15) of these respondents agreed that they did feel more up to date and the remaining 32% (7) disagreed with this.

## Frequency of distribution

When asked how often staff would like to see the newsletter, all 22 staff provided a response. 5%(1) stated they would like to see the bulletin weekly, 55% (12) were happy for it to continue fortnightly, 9% (3) wanted to see it every 3 weeks and 32% (7) would like to see it monthly.

## Amount of items

One of the survey questions asked staff if they think there should be a limit on the amount of items included in the newsletter. There were 21 responses to this question, 38% (8) agreed there should be a consistent set limit on items included and the remaining 62% (13) stated the amount of items is not an issue. Further comments will be shown later in the report.

## Communication of information

We wanted to know whether or not staff were happy for the newsletter to continue as the main point of contact for policy updates and information governance. 91% (20) members of staff agreed that they were happy for this to continue and the remaining 9% (2) disagreed. Further comments will be shown later in the report.

## What could be added to the newsletter?

“More in the staff matters section around personal achievements of staff not just work related”

“What about a personal spotlight looking at managers and staff not just departments”

“Perhaps if there is a major project a team is working on, that specific project could be included. More updates when things are on the horizon rather than wait until they are happening”

“Photos of staff and where they work/ what they do so you know who is who”

“Regular updates on staff roles and responsibilities and contact details”

“A regular update on what is happening in GP services”

“News about colleagues with photographs”

“A thank you to staff when they achieve something”

## Additional feedback

“Personally I would prefer more vocal comms than newsletters, we are all so busy it's easy to delete newsletters but you can't not attend face to face meetings”

“Might be useful to have a hard copy of the bulletin printed off in the staff room and on the notice board”

“Ensure all staff are included on the distribution list”

“Staff newsletter is good, would like it to carry on as is”

“Maybe just have the newsletter monthly rather than every 2 weeks”

“I tend to just read the headlines and click if I am interested”

“It always useful to have these bulletins for internal comms purposes”

“Only seem to be told about what is happening within CHC”

“Not enough information on the various teams and their roles”

“Too much information in the bulletin can take too long to read through and take in”

“I don't think there should be a limit on items as if the information needs to be shared there should be no restrictions”

“I think it should have a maximum of 10 items to avoid overload”

“Maximum of 4 sections within the newsletter”

“The newsletter should be a maximum of three pages long”

“Information Governance should be highlighted in the newsletter however we should be updated separately from a manager as the information is very important”

## Appendix – Staff newsletter feedback survey

### Introduction

The staff newsletter initially began due to feedback from previous internal communications that stated staff needed to be more in the loop about what is going on in the CCG.

The bulletin has now been running for 6 months and is at a point where we are looking for feedback from staff about how informative they find the newsletter.

Please take 5 minutes to complete this survey to help us in developing the staff bulletin going forward.

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#### 1. How often do you read the staff newsletter?

- Regularly
- Occasionally
- Rarely
- Never

If never please explain:

#### 2. Do you feel more up to date on what is going on within the CCG?

- Yes
- No

If no please explain:

#### 3. Do you have a better understanding on the different teams within the CCG and what they do?

- Yes
- No

If no please explain:

**4. How often would you like to see the staff newsletter?**

- Weekly
- Fortnightly (current)
- Every 3 weeks
- Monthly

**5. Do you think there should be a limit on how many items are included within the staff newsletter?**

- Yes
- No

If yes please expand:

**6. The newsletter is now the main communication for updated policies and information governance would you like this to continue?**

- Yes
- No

If no please expand:

**7. What would you like to see more of in the staff newsletter?**

**8. Is there any part of the staff newsletter that you would like to see changed or removed?**

**9. Do you have any further comments on how we could improve the staff newsletter?**

# Media dashboard



## Media Dashboard NHS Scarborough and Ryedale CCG November 2018



### Website Activity

### Key deliverables for this month

Total Website Hits	Last Month	This Month
<p>9312 8740</p> <p>Last Month    This Month</p>	<b>Top 3 pages visited</b>	
	Home page	Home page
	RSS feed	RSS feed
	News: hospital	About us / governing body
	<b>Average time spent on website</b>	
	2 Minutes 31 Seconds	2 Minutes 54 Seconds

- Media releases
- Social media
- Self-care nudge campaign
- OTC meds / Pharmacy First
- Website content work
- Staff newsletter
- Stakeholder Newsletter
- Single accountable officer comms

### Twitter Analysis

### Key deliverables for next month

<p>Twitter Reach: 27500, 28500, 30400</p>	<p>Tweets: 122, 119</p>											
<p>Twitter Followers: 1268, 1442, 1452</p>	<p>Retweets: 60, 70</p>											
<table border="1"> <thead> <tr> <th>New followers</th> <th>Last Month</th> <th>43</th> </tr> <tr> <th>This Month</th> <th>10</th> <th>10</th> </tr> </thead> <tbody> <tr> <td rowspan="2">The Loop</td> <td>Members</td> <td>180</td> </tr> <tr> <td>New this month</td> <td>17</td> </tr> </tbody> </table>	New followers	Last Month	43	This Month	10	10	The Loop	Members	180	New this month	17	<p>Mentions: 37, 48</p>
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- Media releases
- Social media
- Self-care nudge campaign
- OTC meds / Pharmacy First
- Website content work
- Staff newsletter
- Stakeholder Newsletter
- Winter comms

# Media dashboard



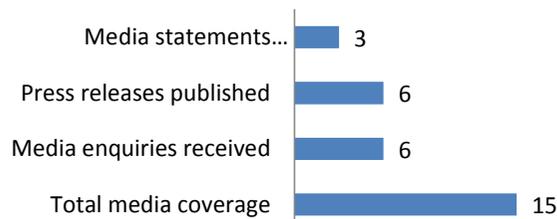
## Media Dashboard NHS Scarborough and Ryedale CCG November 2018



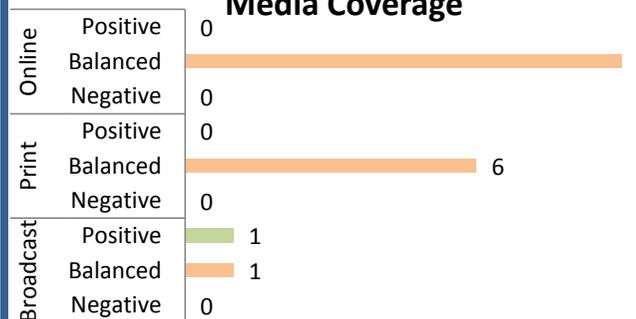
### Overall media activity and coverage

### MP & PQ's

#### Media activity



#### Media Coverage



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MP Letters

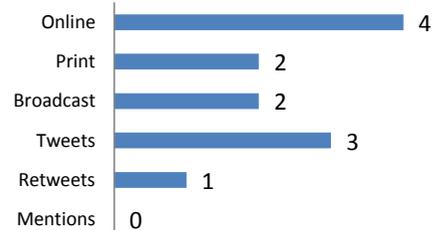
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PQ's

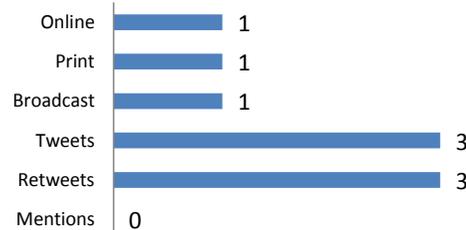
#### Top MP Letter Themes

### Top press releases

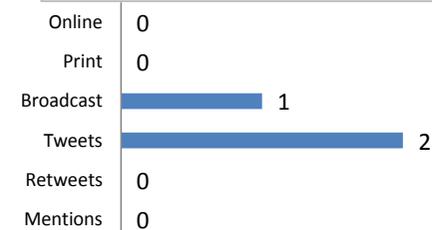
#### Governing Body meeting preview



#### Single accountable officer appointed



#### People urged to access IAPT



The next Governing Body meeting for Scarborough and Ryedale Clinical Commissioning Group will be held at The Royal Hotel, Ball Room on Wednesday 28 November from 9.30am to noon.

A single accountable officer has been appointed to oversee a shared leadership team across three North Yorkshire NHS Clinical Commissioning Groups (CCGs).

People experiencing anxiety and depression this Christmas encouraged to seek help through talking therapy.