

GOVERNING BODY REPORT COVER SHEET

Meeting Title:	Governing Body Meeting in Public	Date: 03.09.2019								
Report Title:	Big Conversation Update	Agenda Item: 4.1								
Chief Officer:	Jessica Bawden, Director of External Affairs & Policy									
Clinical Lead:	Dr Gary Howsam, CCG Chair									
Report Author:	Laura Halstead, Head of Communications & Marketing									
Document Status:	Final									
Report Summary:	This report outlines the process for launching the Big Conversation.									
Report Purpose:	<table border="1"> <tr> <td>For Assurance</td> <td></td> <td>For Decision</td> <td>X</td> <td>For Approval</td> <td></td> <td>For Recommendation</td> <td></td> </tr> </table>	For Assurance		For Decision	X	For Approval		For Recommendation		
For Assurance		For Decision	X	For Approval		For Recommendation				
Recommendation:	To note progress with the Big Conversation and support its launch in mid-September.									
Link to Corporate Objective:	1 – Ensure clear patient voice in everything we do.		X							
	2 – Deliver improvements that make best use of the public pound and save system ‘cost’		X							
	3 – Use data and information to prove everything		X							
	4 – Deliver the prioritised performance standards									
	5 – Deliver the 6 transformation programmes		X							
	6 – Deliver the CCG Financial Plan		X							
CAF (Strategic Risk) Reference	Description of Risk	Current Risk Score								
CAF01	Risk to maintaining robust CCG Governance Arrangements	16 (R)								
CAF02	Failure to achieve the 2019/20 planned deficit of £75m as agreed with NHS England	20 (R)								
CAF03	Failure to deliver QIPP Plan (Finance)	12 (A)								
NHSE CCG IAF Links	IAF 1 Domain 1 - Better Health									
	IAF 2 Domain 2 - Better Care									
	IAF 3 Domain 3 - Sustainability:	X								
	IAF 4 Domain 4 - Leadership	X								
Resource implications:	See marketing materials required.									
Chief Officer/ SRO Sign Off:	Jessica Bawden, Director of External Affairs & Policy									
Chief Finance Officer Sign Off: (if required)										
Legal implications including equality and diversity assessment:	The outcome of the Big Conversation will steer the CCG's commissioning in future years. It will not replace the CCG's statutory duties to consult or engage around specific significant service changes.									
Conflicts of Interest	n/a									
Report history:	Governing Body has approved the in-principle approach at their meeting on 2 July 2019, as have both main Scrutiny Committees. This is an update on the process so far and our approach to engaging stakeholders in developing the documentation.									
Next steps:	To update the documents with feedback from Chief Officer Team plus Scrutiny Committees, the Strategy & Planning Committee, Healthwatch, Key Partners and Communications Colleagues before finalising the documents and launching mid-September.									

MEETING: GOVERNING BODY IN PUBLIC

AGENDA ITEM: 4.1

DATE: 3 SEPTEMBER 2019

TITLE: BIG CONVERSATION UPDATE

**FROM: JESSICA BAWDEN
DIRECTOR OF EXTERNAL AFFAIRS AND POLICY**

1 ISSUE

- 1.1 The Big Conversation is launching in September 2019 to help the CCG better understand what matters most to the local community, at the same time as surfacing good ideas from the community and clinicians that could help us to make savings in the future.
- 1.2 Over the course of 12 weeks we will engage with people via events, the media, social media and other marketing channels.
- 1.3 Following approval of the approach at the Governing Body Meeting in Public on 2 July 2019, we wanted to provide an update on next steps.

2 KEY POINTS

- 2.1 The Big Conversation engagement activity will reach out far and wide into our community. It is designed to help people have a better understanding of both what we do, and the financial challenge we face. We had hoped to launch before the summer break but other internal pressures meant that this was delayed and it was thought preferable to wait until after the holidays.
- 2.2 We will do this by launching the public element Big Conversation in mid-September 2019 and running it for 12 weeks. During this time, we want to have a Big Conversation with...
 1. **With you, members of our Community** – about what services they need and value most, at the same time as looking at how they use NHS services, including out of hours care, over the counter medications, and medicines waste
 2. **With our Clinicians** – about referrals, prescribing and service constraints
 3. **With our Providers** – about how they can become more efficient and embrace innovation whilst still providing good quality healthcare

The Big Conversation with Clinicians has been launched, with a series of workshops and drop in sessions taking place across the area throughout August and September, supported by an online questionnaire and closed Facebook Group. You can see the video we have created to support these

activities here: <https://vimeo.com/354224345> . We are also working with Healthwatch who will run community values panels in October and November to support this work. It will also align with the engagement work around the system response to the NHS Long Term Plan and will link to the Health and Wellbeing Strategy that is being developed and consulted on by Public Health colleagues.

2.3 By gathering their feedback, we will be able to:

- Identify opportunities to make financial savings
- Better understand the community's priorities when making commissioning, decommissioning, disinvestment and investment decisions.

2.4 In advance of the Big Conversation document going live, as agreed with our key stakeholders we gather feedback including Healthwatch x 4, Scrutiny Committees x 4, Patient Reference Group, COT, IPAC, County wide communications group, Public Service Board and Governing Body members.

2.5 The Governing Body provided delegated approval for the final sign off the Big Conversation public engagement documents to the Lay Member for Patient and Public Involvement, the Chief Officer and the Clinical Chair, following feedback from Healthwatch, the Patient Reference Group and Scrutiny Committee Chairs at their meeting on 2 July 2019. The draft Big Conversation documents have been shared with these groups and we are gathering final feedback in advance of the launch.

3 RECOMMENDATION

3.1 The Governing Body is asked to note the progress towards launching the Big Conversation and provide support for the launch in mid-September.

4 REASON FOR RECOMMENDATION

4.1 The CCG and system financial challenges provide an opportunity for a change in the conversation we have with the public about how we all use the NHS. The Big Conversation has been developed using best practice examples from around the country, coupled with local insights into the key issues we need to gain a better understanding of from our community. This wider debate, rather than a focus on traditional consultation processes, will open up a new level of engagement that we can use going forward as we plan for the next three to five years.

5 BACKGROUND INFORMATION

5.1 The Big Conversation is not a formal consultation but has been designed to support the financial recovery plan and future commissioning, decommissioning, disinvestment and investment decisions. There is a detailed project plan supporting this and we will announce public meeting dates shortly.

5.2 The previous Governing Body update paper can be found here: <https://www.cambridgeshireandpeterboroughccg.nhs.uk/resources/assets/inline/full/0/18360.pdf>

6 IMPACT ASSESSMENT

- 6.1 The Big Conversation will help the CCG better understand patient views when assessing impacts of service changes in future.

7 CONCLUSION

- 7.1 The Big Conversation will create a unique opportunity to better understand the priorities of our local community – putting patients at the heart of the decisions we make both now and in the future.

Author Laura Halstead, Head of Communications and Marketing
28 August 2019