



Wirral Community
Health and Care
NHS Foundation Trust

SHAPING OUR FUTURE

Inviting you to
get involved...

SHAPING
OUR
FUTURE

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Foreword from the Chief Executive and Chairman

Dear colleague,

We would like to encourage you to be involved in the development of our five year strategy. We want to work with you to hear how Wirral Community Health and Care NHS Foundation Trust can support you, what you can do to support us and how together we can effectively support our communities.

Over the next few pages we have described our high-level strategic intentions focusing on our priorities and ambitions around the themes of People, Quality, Digital and wider service developments; all of which we hope are familiar to you.

The COVID-19 pandemic has shown the vital importance of collaborative working, and with NHS reforms progressing through Parliament, this will be more important than ever.

We are a population-health focussed organisation specialising in supporting people to live independent and healthy lives. Throughout the system response to COVID-19 we have shown the importance of our role in the system and the importance of maintaining safe, effective and high quality community health and care services.

We want to shape a future for the Trust that includes insight and contributions from our partners. Join us on this journey and together we will build strong and sustainable community health and care services for all our shared communities.



Karen Howell
Chief Executive



Professor Michael Brown CBE DL
Chair

Our Values and Common Purpose

The COVID-19 pandemic shone a light on the incredible work of our teams. They adapted and innovated with unfaltering compassion for patients, service users and each other. It was important to reflect on those values that had carried us through and bring into focus those values that would enable us to shape a new future for the Trust.

We are proud to share our new Organisational Values and Common Purpose, recently revised for our people, by our people.

Our Common Purpose:

Together...

we will support you and your community to live well.

Our Values:

Compassion

Supportive and caring, listening to others.

Open

Communicating openly, honestly and sharing ideas.

Trust

Trusted to deliver, feeling valued and safe.

Changing Landscape

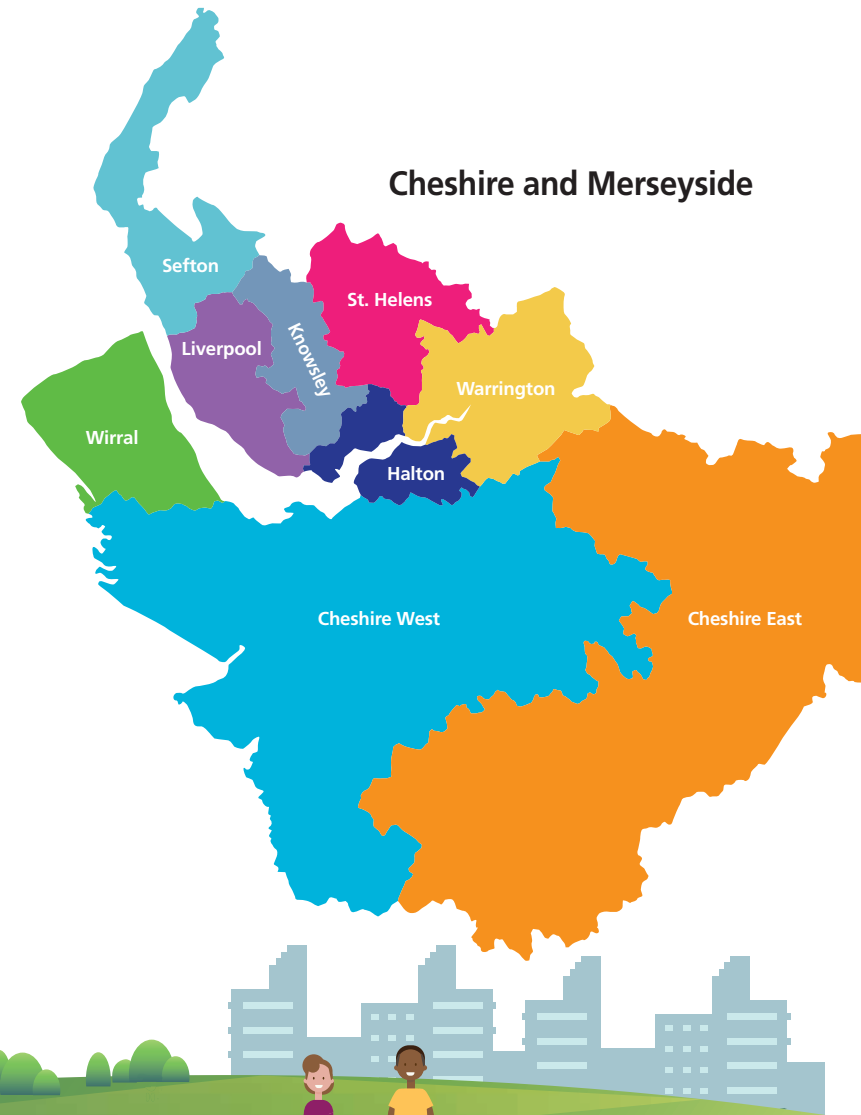
We welcome the development of Integrated Care Systems (ICS) and a focus on close collaboration at 'Place'. We are proud and privileged to be able to deliver services across three of the nine council areas in Cheshire and Merseyside ICS - Wirral, Cheshire East and St Helens - and are pleased that, in 2022, will also begin providing services in Knowsley.

We are committed to providing locally integrated care, built around individuals and families.

We firmly believe that even closer working between council, NHS, independent and community, voluntary and faith sector partners will enable us, together, to reduce health inequalities, improve population health and provide excellent services.

As we develop our long-term strategy, we aim to continue to bring our unique insight as an integrated provider of health and social care services to keep people healthy and independent in the place they call home.

Cheshire and Merseyside



Population Health and Reducing Inequalities

We are proud to be an NHS provider of integrated health and social care. Preventing ill health and supporting people to live healthy and independent lives is a core focus of our strategic direction.

By using our resources differently, we want to develop asset-based approaches to community health and wellbeing, centred around people and the places they live to address the inequalities that exist within our local populations.

We recognise the fundamental part we play in our local communities, and we want to maximise our social value to improve health and wellbeing by developing local employment opportunities, boosting the local economy and increasing environmental sustainability. We embrace our social responsibility by understanding our population and we want to encourage local people to work with us to better understand their needs.

We hope that in 2020-21 we will achieve the Social Value Quality Mark to demonstrate our commitment and we will support Wirral's Community Wealth Building programme.



Place-based Delivery and Collaboration

We are ambitious to offer more proactive and holistic care in community settings, meeting the national priorities for community providers and collaborating with Primary Care Networks.

As an integrated provider of health and social care we are in a unique position to support effective Population Health Management and integrated service delivery across Cheshire and Merseyside.

In 2021 - 22, we are shaping our community nursing, adult social care and 0-19 teams working at Locality and Primary Care Network level to:

- **Better connect with local communities and build teams informed by local population need, making best use of combined community and primary care resources**
- **Support even more effective place-based care by bringing different professional disciplines under single management structures**

At the same time, we are developing system-wide teams.

From September 2021 our intermediate care centre on the Clatterbridge site will become an essential part of the care continuum in Wirral.

We are proud to announce by April 2022 we will be offering a multidisciplinary two hour crisis response to people's urgent care needs, 12 hours a day, 7 days a week.

All these developments will help people stay independent and live well in the place they call home for as long as possible.



Innovation and Quality

Our ambition is to consistently deliver outstanding care, focussing on what matters to people.

As we define our long-term strategy, our approach will continue to focus on Insight, Involvement and Improvement. Building on a history of learning from people's experiences, everything we do will be informed by, and designed with, people who use our services and our partners.

This will help us deliver even safer, more compassionate and effective services that people value and trust.

We will further embed a culture of Continuous Quality Improvement and we will achieve this by trusting, liberating and empowering our staff to innovate and test new ideas.

We will nurture an already established positive safety culture, promoting psychological safety and embedding a just and learning culture through all aspects of our work with people.



We will continue to aspire to achieve the best experience for people and staff by ensuring that innovation and improvement run as a golden thread throughout the organisation, including across the health and care system.

People

Our people are our greatest and most valuable resource and we are committed to supporting them to develop, innovate and thrive as part of delivering high quality services. We aim to transform and support our workforce as we move to more integrated teams, developing their skills and competencies to deliver place-based care.

A key aspiration of our long-term strategy is to be recognised as a modern employer, offering flexibility, agile working practices and technology, culture and opportunities to attract great and diverse talent.

We will grow our workforce, providing new career opportunities for our people and putting safety, professionalism, innovation and inclusion at the heart of our plans. More opportunities for volunteering, work experience and routes into employment for everyone, will be vital to ensure our workforce reflects and encourages diversity.

Our people also represent our local population, and we are proud of the social value we can offer as a significant employer in our communities.

We will continue to build a compassionate, open and inclusive culture where people can succeed and feel valued. Supporting our people's health and wellbeing is at the heart of our strategy ensuring everyone has a voice. The opportunity to play a pivotal role in our future is fundamental to our success.

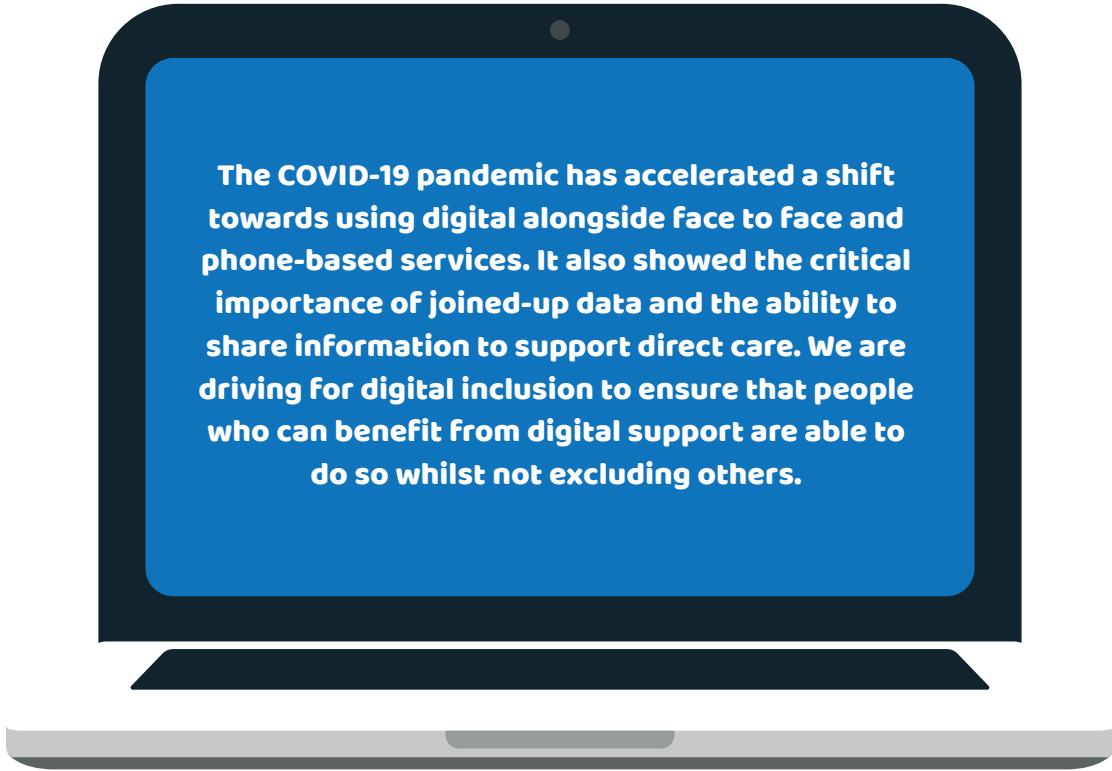


Digital Aspirations

Our digital systems and business intelligence functions are at the heart of enabling agile, efficient, safe and compassionate care and of understanding population health needs.

We are proud to be part of the national digital aspirant programme, working with Cheshire and Merseyside ICS to take a system, as well as an organisational approach to digital innovation. We are continually looking for opportunities to improve care through technology.

Our long-term strategy will include the implementation of a Digital Maturity plan to move us towards being among the most digitally advanced health and care organisations.

An illustration of a laptop with a blue screen. The screen displays a block of text in white, bold font. The laptop is shown from a slightly elevated front angle.

The COVID-19 pandemic has accelerated a shift towards using digital alongside face to face and phone-based services. It also showed the critical importance of joined-up data and the ability to share information to support direct care. We are driving for digital inclusion to ensure that people who can benefit from digital support are able to do so whilst not excluding others.





How to get involved in helping us Shape Our Future

Over the coming months we will be developing our long term organisational strategy with our partners and aligned to NHS priorities.

We believe our strategy should focus on how we will improve the health of our communities by working in collaboration with our partners.

We would really welcome your involvement in this process as we all look forward to shaping our future.

We will be making direct contact with many partners over the coming weeks. During 2021, please also do get in touch with us to get involved, make suggestions, ask questions or find out more. Please contact:

Tony Bennett

Chief Strategy Officer

Email: anthony.bennett5@nhs.net

Together...

we will support you and your
community to live well.

Wirral Community Health and Care NHS Foundation Trust 2021



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