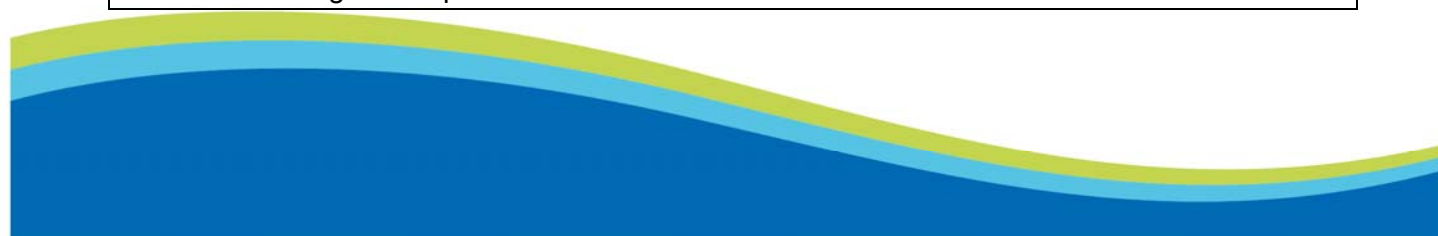
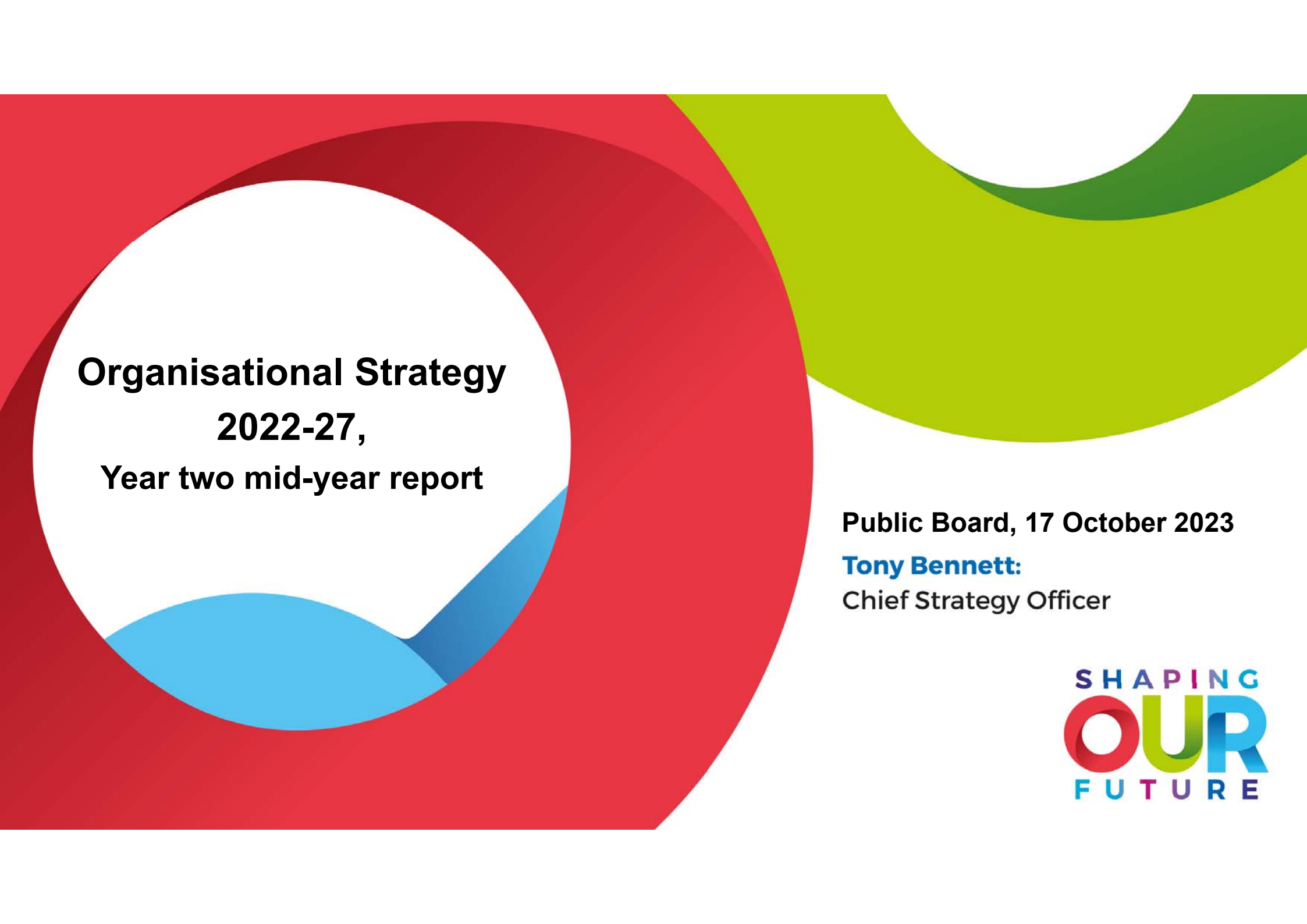


5 Year Strategy mid-year report (including Social Value report)			
<b>Meeting</b>	Board of Directors		
<b>Date</b>	17/10/2023	<b>Agenda Item</b>	12
<b>Lead Director</b>	Tony Bennett, Chief Strategy Officer		
<b>Author(s)</b>	David Hammond, Deputy Chief Strategy Officer		
<b>Action required</b> (please select the appropriate box)			
<b>To Approve</b> <input type="checkbox"/>		<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input checked="" type="checkbox"/>
<b>Purpose</b>			
<p>To assure Board of progress against delivery of the second year (2023/24) of the Five Year Organisational Strategy (2022-2027) by providing a mid-year update with:</p> <ul style="list-style-type: none"> <li>• An overview of key achievements against the We Will statements from the Organisational Strategy in each of its six key sections</li> <li>• Highlights of activity against the five social value framework themes</li> </ul>			
<b>Executive Summary</b>			
<p>The Five Year Organisational Strategy (2022 - 2027) was approved by Board in April 2022. It includes six key sections, each of which includes 'We Will...' statements against which delivery can be measured. The strategy was reviewed and a revised version, with changes to some of the We Will statements, was approved in April 2023.</p> <p>This update provides an overview of key achievements against each of these sections:</p> <ul style="list-style-type: none"> <li>• Operational development</li> <li>• Quality &amp; innovation</li> <li>• Inclusion</li> <li>• People</li> <li>• Digital</li> <li>• Social Value and partnerships</li> </ul> <p>Continuing progress made during the first year of the strategy, the mid-year position in year two shows development across every strategy area, delivering against all the We Will statements planned for 2023/24.</p> <p>This presentation also includes highlights against the five themes of WCHC's Social value Framework and an update regarding the oversight of all elements of this Framework at WCHC's Oversight Groups.</p>			



<b>Risks and opportunities:</b> Not applicable to this paper.					
<b>Quality/inclusion considerations:</b> Quality & Equality Impact Assessment completed and attached No. Not applicable to this paper.					
<b>Financial/resource implications:</b> Not applicable to this paper					
<p><b>The Trust Vision</b> – To be a population health focused organisation specialising in supporting people to live independent and healthy lives. The Trust Objectives are:</p> <ul style="list-style-type: none"> <li>• Populations – We will support our populations to thrive by optimising wellbeing and independence</li> <li>• People – We will support our people to create a place they are proud and excited to work</li> <li>• Place - We will deliver sustainable health and care services within our communities enabling the creation of healthy places</li> </ul> <p>Please select the top three Trust Strategic Objectives and underpinning goals that this report relates to, from the drop-down boxes below.</p> <table border="1"> <tr> <td>Populations - Safe care and support every time</td> <td>People - Improve the wellbeing of our employees</td> <td>Place - Improve the health of our population and actively contribute to tackle health inequalities</td> </tr> </table>			Populations - Safe care and support every time	People - Improve the wellbeing of our employees	Place - Improve the health of our population and actively contribute to tackle health inequalities
Populations - Safe care and support every time	People - Improve the wellbeing of our employees	Place - Improve the health of our population and actively contribute to tackle health inequalities			
<p><b>The Trust Social Value Intentions</b> Does this report align with the Trust social value intentions? Yes. If Yes, please select all of the social value themes that apply:</p> <p><b>Community engagement and support</b> <input checked="" type="checkbox"/></p> <p><b>Purchasing and investing locally for social benefit</b> <input checked="" type="checkbox"/></p> <p><b>Representative workforce and access to quality work</b> <input checked="" type="checkbox"/></p> <p><b>Increasing wellbeing and health equity</b> <input checked="" type="checkbox"/></p> <p><b>Reducing environmental impact</b> <input checked="" type="checkbox"/></p>					
<b>Board of Directors is asked to consider the following action</b>					
Be assured with regard to progress against delivery of the Organisational Strategy (2022 - 2027).					
<b>Report history</b> (Please include history of where the paper has been presented prior to reaching this meeting, including the title of the meeting, the date, and a summary of the outcome)					
<b>Submitted to</b>	<b>Date</b>	<b>Brief summary of outcome</b>			
No previous reporting history but 6-monthly reports provided to the Board of Directors. Year 1 report presented to Board in April 2023.					



**Organisational Strategy  
2022-27,  
Year two mid-year report**

**Public Board, 17 October 2023**

**Tony Bennett:**  
Chief Strategy Officer

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## Purpose

To assure Board of progress against delivery of the second year (2023/24, mid-year position) of the Five Year Organisational Strategy (2022-2027) by providing:

- An overview of key achievements against the We Will statements from the Organisational Strategy in each of its six key sections
- Highlights of activity against the five social value framework themes

## Strategy delivery assurance routes

- Enabling strategy updates go to relevant committees, therefore this update identifies highlights for each enabling strategy, with more detail for Operational development
- Projects supporting Operational development priorities report at Programme Oversight Group
- Actions in strategy updates mapped against We Will statements from Organisational Strategy and Social Value Framework for detailed assurance against delivery plans

Strategy	Committee(s)
Quality & Innovation	Quality & Safety
Inclusion and Health Inequalities	
People	People & Culture
Digital	Finance & Performance



# Operational development

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# Operational Development – mid-year update, 2023/24

We Will...	Project or development	Updates
<p>Develop integrated care models for 0-19/25 in partnership with other providers across Cheshire and Merseyside.</p>	<p><b>0-19 Centralised Contact Hub project</b></p> <p>Enabling locality teams in all four areas to focus on more specialist and targeted offer with continuity of relationships with families and professionals.</p>	<p>Centralised Hub went live in October 2023 working across all four 0-19 localities, bringing together 0-19/25 front door access point for families and professionals to improve access with a more responsive offer for the universal service (digital, screening, early and brief intervention).</p>
<p>Implement locality teams in Wirral, with proactive population health management and care coordination...</p> <p>Build and implement a holistic model for prevention and management of Long Term Conditions, supporting Primary Care Network (PCN) and locality working</p>	<p><b>Population Health Management (PHM) project</b></p> <p>Better coordinating assessment and care planning across primary &amp; community services for people with more complex needs. Improving quality of life and reducing unplanned care needs.</p>	<p>PHM model for whole system defined through engagement with three PCNs, primary care leaders and commissioners.</p> <p>Significant work to revise referral and support pathways within WCHC Integrated Care Coordination Teams (ICCTs).</p> <p>Recruitment of additional temporary resource underway to demonstrate benefits in one PCN.</p>

# Operational Development – mid-year update, 2023/24

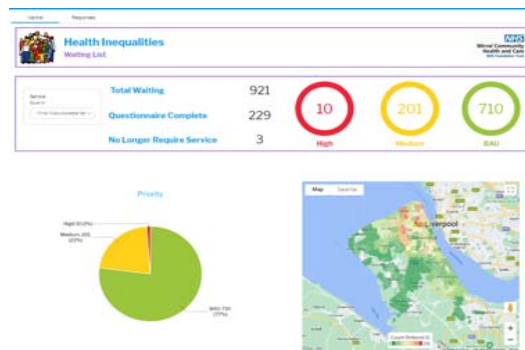
We Will...	Project or development	Updates
<p>Continue to collaborate with NHS, local authority and Voluntary, Community Faith and Social Enterprise (VCFSE) partners so that people benefit from person-centred, well-coordinated care</p>	<p>Range of projects and service developments</p>	<p>Work with Age UK Wirral at Marine Lake Health &amp; Wellbeing Centre</p> <p>Home First service model – engagement with commissioners to agree VCFSE role and specification</p> <p>Delivering expanded NHS Cadets programme in Wirral, Knowsley and St Helens with NHS and VCFSE partners, expanding to 150 per year (from an average of 78/year).</p>
<p>Take a risk-stratified approach to waiting list management</p>	<p><b>Health Inequalities and Waiting List Management project</b></p> <p>Improved access to services for those with greater need</p>	<p>Health inequality weighting tool and processes agreed, including clinical review process</p> <p>Dashboards now live with process tested</p> <p>Consultation with services to agree roll out</p>
<p>Continue to expand our 2 hour Urgent Community Response (UCR) service offer for admissions avoidance, alongside a 2 day response for community rehabilitation</p>	<p><b>Ongoing UCR service development</b></p> <p>Enabling people to be supported at home with a specialist MDT when they would previously have been admitted to hospital</p>	<p>UCR consistently exceeding patient level and 2- hour response targets, month on month</p> <p>UCR team commended for collaboration with NWAS and asked to support other systems to enhance ambulatory referral pathways.</p>



# Operational Development – Health inequalities, waiting lists and Population Health Management

**Health Inequalities and Waiting List Management project:** inequalities-based review tool now developed and used alongside existing waiting list management to highlight people at greater risk of worse outcomes, informing decisions about prioritisation

Professional curiosity should always be considered and acted on accordingly	<p><b>Safeguarding</b></p> <ul style="list-style-type: none"> <li>Current safeguarding plan &amp; or Professional safeguarding concerns</li> </ul>
<p><b>High Priority</b></p> <p>Any 1 or more of the following criteria:</p>	<ul style="list-style-type: none"> <li>Patients waiting more than 52 weeks</li> <li>Patient who meet all 3 elements of the following Core 20 Plus 5 indicators:                             <ul style="list-style-type: none"> <li>Patients from the most deprived areas (Core 20)</li> <li>Patients with 1 or more Plus indicators</li> <li>Patients with 1 or more of the 5 indicators</li> </ul> </li> <li>Patients with 2 or more clinical priority factors</li> <li>Safety/clinical concerns</li> </ul>
<p><b>Medium Priority</b></p> <p>Any 1 or more of the following criteria:</p>	<ul style="list-style-type: none"> <li>Waiting more than 18 weeks</li> <li>Patient who meet 2 elements of the following Core 20 Plus 5 indicators:                             <ul style="list-style-type: none"> <li>Patients from the most deprived areas (Core 20)</li> <li>Patients with 1 or more Plus indicators</li> <li>Patients with 1 or more of the 5 indicators</li> </ul> </li> <li>Patients with 1 clinical priority factor</li> </ul>
<p><b>Business as usual</b></p>	<ul style="list-style-type: none"> <li>Patient who meet 1 element of the following Core 20 Plus 5 indicators</li> <li>All other patients</li> </ul>



**Population Health Management project** defining and testing principles of PHM at Primary Care Network level, sensitive to health inequalities

Compassion | Open | Trust

Wirral Community Health and Care NHS Foundation Trust

### Key components of a PHM model, managed at PCN level

**Identification**

Shared understanding of risk

- Proactive ID (e.g., Long Term Condition reviews)
- Reactive ID (e.g., UCR and hospital admission and discharge)

**Common data fields and coding, single record**

- Alignment of primary and community assessment and care plans to enable sharing
- Need all relevant information in the primary care record

**Coordinated intervention and review**

- Care coordination model across primary and community teams
- PCN-level population tracking, shared with community teams

**Person-centred team**

A single record and PCN level 'care traffic control' for tracking and following up patients

Proportion alive vs Time (days)

Legend: Fit, Mild frailty, Moderate frailty, Severe frailty

**Clinical Frailty Scale**

- 1 Very Fit** - People who are robust, active, energetic and resilient. These people commonly receive regularly. They are among the fittest for their age.
- 2 Well** - People who have no active disease (apart from that in the 'at risk' category). Often, they receive an 'as and when' review occasionally, e.g. seasonally.
- 3 Managing Well** - People whose medical problems are well controlled, but are not regularly active beyond routine walking.
- 4 Vulnerable** - While not dependent on others for daily help, often symptomatic (fast tapers, or cannot complete a long 'round-up'), and/or being (not doing the day).
- 5 Mildly Frail** - These people often have more medical illness, and may be high order (ADL) (bathing, transportation, heavy housework, etc.). Typically, their frailty progressively impairs shopping and walking outside doors, and preparation and housework.
- 6 Moderately Frail** - People need help with all outdoor activities and with keeping house, books, they often have problems with stairs and need help with bathing and might need occasional assistance with, usually with driving.
- 7 Severely Frail** - Completely dependent for personal care from someone (usually a family member or a high risk of dying (within 6 months)).
- 8 Very Severely Frail** - Completely dependent for personal care from someone (usually a family member or a high risk of dying (within 6 months)).
- 9 Terminally Ill** - Approaching the end of life. This category applies to people with a life expectancy of months, who are not otherwise evidently frail.

**Scoring frailty in people with dementia**

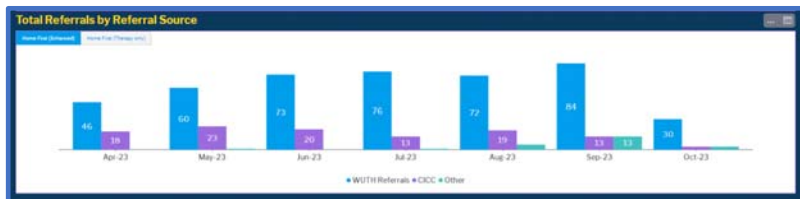
The degree of frailty corresponds to the degree of dementia. Concrete questions to help dementia include forgetting the details of a recent event, though still remembering the event itself, repeating the latter question/letter and social withdrawal. In moderate dementia, even memory is very impaired, even though they seemingly can remember their past life events well. They can do personal care with prompting. In severe dementia, they cannot do personal care without help.

# Operational Development – mid-year update, 2023/24

We Will...	Project or development	Updates
Continue to deliver and grow virtual ward and technology-enabled care models with partners	<b>Virtual Frailty Ward (VFW)</b> expansion (within Community Integrated Response Team, CIRT, in partnership with WUTH)	<p>VFW has developed a robust governance structure that has enabled two organisations to work collaboratively.</p> <p>Virtual consultation used alongside face to face so that patients feel safe to be treated in their own homes.</p> <p>Plans to increase the VFW bed base.</p>
Develop our Home First service so that all people needing long term assessments after a hospital stay have this whilst being supported at home	<b>Home First</b> – implementation of whole system Home First model of care, therapy and reablement with assessment at home	<p>Ongoing development of service with aim of all Pathway 1 discharges (for people needing support and assessment at home) being Home First discharges by end of 23/24.</p> <p>Significant benefits observed with evaluation underway.</p> <p>Presented at NHSE NW Winter Event in Bolton Stadium (September 2023) as example of best practice.</p>
Optimise our current bed-based Community Intermediate Care Centre (CICC) to improve capacity and people’s outcomes	<b>CICC improvement and development plan</b>	Improvement and development plan revise staffing model to meet patient requirements, in line with financial envelope.

# Operational Development – Home First

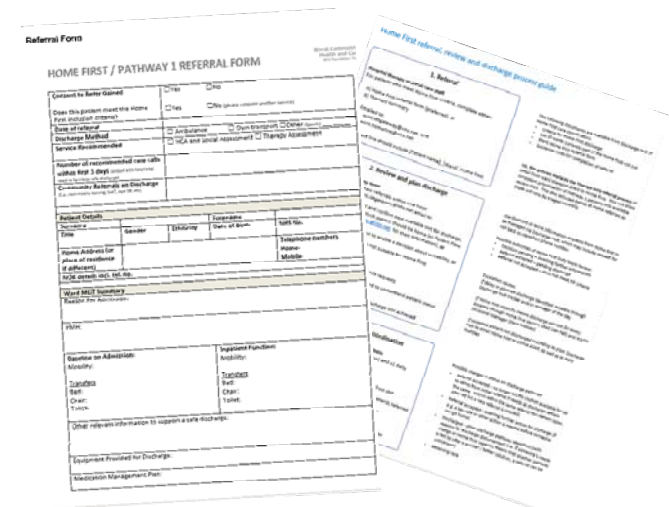
Home First model expanding during 2023/24 towards all P1 discharges (people needing support to go home from hospital): hundreds of people home sooner and retaining their independence.



Growing activity each month - since Sept 2023, over 100 new patients per month, mainly from hospital wards – significant reductions in ongoing need for long term care



Presented at NHSE NW Winter Event, Bolton Stadium, September 2023, as example of best practice



Ongoing work with hospital team to continuously improve referral and discharge processes

# Operational Development – mid-year update, 2023/24

We Will...	Project or development	Updates
<p>Develop our Single Point of Access (SPA) into a Transfer of Care Hub</p>	<p><b>Transfer of Care Hub project</b></p> <p>Redesign of the SPA service to refine processes with more consistent clinical triage model and implementation of intermediate care coordination model. To reduce hospital admissions, improve referrer experience.</p>	<p>Project underway with focus on</p> <ul style="list-style-type: none"> <li>• Development of a clinical care navigation pathway and community Directory of Service (DoS)</li> <li>• Strengthening the booking element of the Centralised Booking Service.</li> <li>• Stakeholder engagement</li> </ul> <p>Clinical triage model planned to start Q3 23/24</p>
<p>Implement a single front door model for urgent treatment and A&amp;E as part of Wirral's urgent and emergency care services</p>	<p><b>Urgent &amp; Emergency Care Upgrade Project</b></p>	<p>WCHC representatives engaged in WUTH-managed project across estates, finance, clinical and digital workstreams; expected completion during 2025/26.</p>



Quality and innovation

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## Quality & Innovation

### We will statements:

Embedding a framework for system-wide learning

Using data to drive improvement facilitate community based initiatives to promote wellbeing & independence

Embedding inequalities data collection

Establish processes for systematically hearing from people / communities - coproduction of care pathways

Developing a sustainable workforce to lead innovation and research

Establish an innovation hub

Build a strong innovation and research portfolio



## Quality – mid-year update, 2023/24

We will...	Quality and innovation strategy priority	Updates	
Embedding a framework for system-wide learning	Safe care and support every time	On track to meet all PSIRF* milestones and WCHC has been instrumental in the identification of system-wide learning opportunities.	Chief Nurse, Medical Director and Deputy Chief Nurse attend the Wirral Place Quality and Performance Group meetings to influence and inform system-wide priorities for improvement.
Embedding inequalities data collection (also an Inclusion priority)	People and Communities Guiding Care	WCHC has now successfully embedded an Accessible Information Standard (AIS) / Inclusion and reasonable adjustment template across all services.	Improvement trajectories for completion have been developed and are tracked quarterly through the governance of the organisation.
Developing a sustainable workforce to lead innovation and research	Ground-breaking research and innovation	The Trust has trained one QSIR** associate with two additional staff in the pipeline. This will support sustainability of QI capability building across Trust.	Five staff have completed the Good Clinical Practice Training. One senior member of staff is commencing a Professional Doctorate Programme in 2023/24.

\* Patient Safety Incident Response Framework

\*\* Quality, service improvement and redesign



Digital

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## Digital

### We will statements:

Build on our IT core, ensure cyber security and move towards cloud based infrastructure

Complete Electronic Health Record (EHR) future state design and implementation

Define and embed a strategic model for remote and assistive care

Develop use cases, review existing resources / tools for business intelligence and data analytics at place level

Ensure that staff are supported to develop the necessary digital skills and are empowered to lead innovation



# Digital – mid-year update, 2023/24

We Will...	Digital Workplan Priority	Updates	
<p>Build our IT core by moving to cloud-based infrastructure</p> <p>...maintain our Data Security and Protection Toolkit Standards (DSPT)</p>	<p>ICT Infrastructure – investment in infrastructure and systems</p>	<p>Work programme to overhaul core infrastructure: Endpoints, Network, LAN, WAN, HSCN to facilitate cloud-based infrastructure;</p> <p>&gt;60% of IT applications now cloud-based i.e. N365, SystemOne</p>	<p>Premarket assessment and design for Move to Cloud service completed for remaining data with business cases, to commence work in 2023/24</p>
<p>Develop use cases, review existing resources / tools for business intelligence and data analytics</p>	<p>Developing Business Intelligence capability – data and predictive analytics</p>	<p>We are engaged in ICB-wide initiatives that make use of digital platforms to support population health management. Currently we are a partner in the Wirral Care Record (WCR), contracted to December 2024. This is likely to be replaced with CIPHA (Combined Intelligence for Public Health Action) as the strategic data platform for population health across Cheshire &amp; Merseyside. Over the next six months we will be active participants in shaping the design and optimisation of the platform.</p>	
<p>Complete Electronic Health Record (EHR) future state design and implementation</p>	<p>Developing the Electronic Health Record</p>	<p>Strategic Outline Case and Outline Business Cases for procurement approved (June/July 2023);</p> <p>Draft Output based specification produced;</p> <p>Engagement plan underway</p>	<p>Current EHR developments:</p> <p>Enabling works to integrate with laboratory orders/results;</p> <p>Digital blueprint for UECUP in development;</p> <p>Optimising CICC digital workflow</p>

LAN: Local Area Network; WAN: Wide Area Network; HSCN: Health & Social Care Network



People

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## People

### We will statements:

Train and develop managers to fully and compassionately support the well-being of their staff

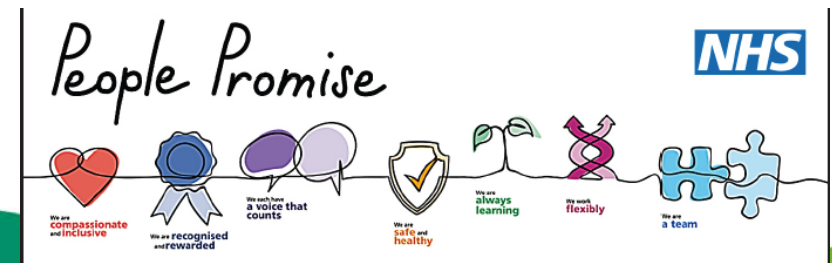
Improve the employee experience and our brand as an employer which will include a refreshed approach to staff engagement at all levels

Develop and embed a Restorative, Just and Learning Culture where staff can bring their true selves to work and speak up, challenge, contribute and innovate in a psychologically safe environment

Build strong leadership and management capability through our Leadership Qualities Framework (LQF) to ensure leaders role-model our values and behaviours

Provide career progression opportunities and enhance staff skills, knowledge and experience through experiential and formal learning and development

Ensure our workforce planning meets future needs, creating sustainable workforce, growing talent, and maximising our role as an Anchor Institution



## People – mid-year update 2023/24

We Will...	People Priorities	Updates	
Train and develop managers to fully support the well-being of their staff	Looking after our people – safe and healthy	280 staff now trained in wellbeing conversations;  Steady reduction in staff turnover from 15% to 11% with sickness absence reduced from 8% to 5%	Inclusion of wellbeing focus in appraisals (with over 96% uptake of appraisals)
Build strong leadership and management capability through our Leadership Qualities Framework	Growing for our future – leadership development	Leadership events for line managers to B7 held July 2023; Leadership Forum for B8a managers 18 October 2023.	Festival of Leadership in October 2023 focusing on leadership at all levels
Provide career progression opportunities and enhance staff skills, knowledge and experience through experiential and formal learning and development	Growing for our future – best practice preceptorship; New Ways of Working and Delivering Care – widening participation	Widening Participation Lead role recruited October 2023; Cadets Scheme in place with support staff in post.	New Preceptorship Policy & Programme in place



# Inclusion

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## Inclusion and Health Inequalities

### We will statements:

- Embedding a system for improving data collection as standard (also see Quality Strategy)
- Developing the Equality, Diversity and Inclusion (EDI) skills and knowledge of our workforce
- Taking positive action to drive workforce diversity
- Collaborating and co-designing services and pathways to improve inclusivity
- Using data to better understand inequalities
- Developing a culture of inclusiveness and empower positive allyship
- Focussing on our population health impact using Core20 PLUS 5 principles
- Maximising our social value through local purchasing and employment
- Delivering effective intelligence-led preventive programmes focussed on improving outcomes



### Access

Delivery of an annual positive action programme targeting access or recruitment or retention of underrepresented communities.



### Experience

Attainment of appropriate inclusion charter marks and year on year improvements in the level of award.



### Outcomes

Development of the inclusion and inequalities dashboard to demonstrate improvements across the domains of access, experience and outcomes.

# Inclusion – mid-year update 2023/24

We will... / Inclusion Priority	Updates	
<p>Take positive action to drive workforce diversity;</p> <p>Maximise our social value through local... employment</p>	<ul style="list-style-type: none"> <li>WCHC is in the process of signing up to Step Into Health programme connecting members of the Armed Forces community to NHS organisations</li> <li>Exploring the opportunities for strengthening our support for neurodiverse members of staff in collaboration with the Ability Staff Network</li> </ul>	<ul style="list-style-type: none"> <li>NHS Cadets support staff member in post, funding secured to expand the scheme to Knowsley and St Helens</li> <li>Widening Participation lead being recruited to engage with target communities through existing links with stakeholder organisations</li> </ul>
<p>Develop a culture of inclusiveness and empower positive allyship</p>	<ul style="list-style-type: none"> <li>WCHC has now been awarded Defence Employer Recognition Scheme – Silver Award status</li> <li>Commitment to developing an Anti-Racist statement and implementation of the NW BAME Assembly Anti-Racist Framework</li> </ul>	<ul style="list-style-type: none"> <li>Allyship project in development with staff networks</li> <li>Each of the staff network groups has an active Executive sponsor for inclusive leadership</li> </ul>
<p>Collaborate and co-design services and pathways to improve inclusivity</p>	<ul style="list-style-type: none"> <li>Quality improvement work between services and our language interpretation &amp; translation provider</li> </ul>	<ul style="list-style-type: none"> <li>Focus on making access easier by increasing the uptake of remote video interpreting (where appropriate)</li> </ul>





# Social value and partnerships

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## Social Value – We will statements, highlights

We Will...	Project or development	Update
Build on Social Value Quality Mark Level 1, expanding and delivering our social value agenda with a focus on employment and procurement	Inclusive recruitment practices tested with Home First recruitment	<ul style="list-style-type: none"> <li>Advertising via local partners inc VCFSE with far reaching social media campaigns;</li> <li>Interviewing by default with supportive and friendly interviewers</li> <li>Actively identifying other opportunities for candidates, e.g. CICC for non-drivers</li> </ul> Over 30 new staff members recruited from broad range of backgrounds
Deliver the Trust Green Plan, improving processes for the effective management of the Trust’s environmental impacts, increasing employee engagement and reducing direct carbon emissions and throughout the Trust’s value chain	Trust Green Plan in delivery and Green Group established	On renewable energy contract since April 2023  Electric vehicle charging infrastructure at Trust sites SCHC and VCH
Collaborate with local partners to improve health outcomes through increasing social value	Age UK Wirral at Marine Lake Health Centre	Marine Lake build completed with Age UK Wirral on site to deliver services for local community, no cost rental based on social value added.

# Social Value – governance and reporting

Monitoring of the range of sub-theme measures for each of WCHC’s five Social Value Framework themes will be overseen at WCHC’s oversight groups, with reporting through to Integrated Performance Board.

Whilst this mid-year strategy update includes update against the five Social Value Framework themes, it is recommended that, from 2024/25, this is provided annually.

This is because some of the metrics used for the social value reporting are provided annually and after year end. A twice-yearly report risks repetition.

Oversight groups will receive updates at least twice-yearly where information is available more frequently.

Oversight Group	Sub themes
Finance & Resources Oversight Group (FROG)	Procurement Investment Sustainability
Safe Operational Group (SOG)	Community wellbeing Community engagement VCFSE relationships
People & Culture Oversight Group (PCOG)	Local employment Representative workforce NHS career and familiarisation sessions Work placements Pre-employment programmes Apprenticeships Volunteering Workplace wellbeing

# Social Value framework - highlights

Social Value theme	Updates
<p><b>Purchasing and Investing locally for social benefit</b></p>	<p>Significant investment and expenditure in Cheshire &amp; Merseyside supply chain in 2022/23, driven by Marine Lake Medical Centre (£12m, representing 21% of non pay expenditure).</p>
<p><b>Representative workforce and access to quality work</b></p>	<p>NHS familiarisation sessions and engagement with both primary and secondary school-age students: including The Priory Cof E Primary School, Birkenhead, including a visit to SCHC, and NHS Cadets programme delivery.</p> <p>Funded expansion of Advanced NHS Cadets scheme in Wirral, Knowsley and St Helens underway with NHS and VCFSE partners.</p> <p>Recruitment to a Widening Participation Lead role in October 2023 will enable focus on work placements and pre-employment programmes.</p> <p>Inclusive recruitment practices tested with Home First recruitment</p>
<p><b>Increasing wellbeing and health equity</b></p>	<p>Range of workplace and community wellbeing / outreach initiatives in progress. Including:</p> <p>Line managers trained in wellbeing conversation training, Wellbeing covered as part of appraisal and in supervision, Strengthening staff voice through staff networks</p> <p>Equality Delivery System improvement plans for Bladder &amp; Bowel and Cardiac Rehab; outreach with many community-based organisations, e.g. Tomorrow's Women Wirral, Journeymen</p>

# Social Value – Representative workforce and access to quality work

## NHS Cadets expansion:

Funding secured from Cheshire and Merseyside People Board to further extend our successful and highly commended Advanced NHS Cadet Programme in Wirral, St Helens and Knowsley, working with NHS and Youth Provider partners



### 2. Priory Parish CE Primary School pupils celebrate NHS 75 in BeeWell Together Garden

Children from Priory Parish CE Primary School were welcomed into the BeeWell Together Garden at Marine Lake Health and Wellbeing Centre in the afternoon (Wednesday 5 July). They listened to a talk about the garden, the environment and how we can all play a part in looking after the world around us. Volunteer Marilyn helped pupils to plant individual vegetable pots to mark the NHS 75th birthday, which they took home to enjoy and nurture.

Engaging with our younger communities is really important to us as a community health and care Trust, and this was a fantastic opportunity to celebrate NHS 75 with the school children.



The children and teachers really appreciated their visit to the new centre and were treated to an ice-cream at the end of their day.

Hi Sarah,  
Just wanted to thank you and the team for making us feel beyond welcome and truly spoilt. The children loved it and lots said it was the most fun they'd had on a trip! Thank you all again.  
Best wishes,  
Laura

## Raising aspirations:

Ongoing engagement with The Priory Parish CofE Primary School, Birkenhead, partnering the Johnson Foundation's 'Our BIG Future': school-based career sessions, visit to services in St Catherine's Health Centre, trip to the BeeWell Together Garden

# Social Value framework - highlights

Social Value theme	Updates
<b>Reducing environmental impact</b>	<p>Direct carbon emissions and water use increased in 2022/23 compared to 2021/22, driven by changing working patterns post-covid, though energy-related emissions 26% lower than immediate pre-covid levels.</p> <p>In April 2023, WCHC moved to a renewable energy contract; vehicle charging infrastructure at SCHC and VCH supports electric vehicle usage</p>
<b>Community Engagement and support</b>	<p>Now opened Marine Lake Health Centre with space provided to Age UK Wirral at no cost and to further social value, for development of Community Hub to support local community.</p> <p>Continuing to work with Open Door Charity to develop innovative combined VCFSE and NHS offer from site, with multiple services and wellbeing activities available. Scoping potential to deliver from Joy site.</p>



# Social Value – Community Engagement and support

In July 2023, Age UK Wirral opened the Marine Place Wellbeing Hub and Café at WCHC's new Marine Lake Health and Wellbeing Centre.

The café provides a social space and a way of connecting people to services that can offer help.

A range of VCFSE\* services offer drop-in sessions at the café (e.g. Community Connectors) and the GP surgery has drinks tokens to give to people they think will benefit from extra support, so the trained café staff can have a chat with them to understand more.



\*VCFSE: Voluntary, Community, Faith & Social Enterprise

## Summary

- Good progress in year two of WCHC's Five Year Organisational Strategy
- Work delivered against each of our We Will statements
- Enabling strategies supporting organisational vision with clear demonstration of contribution to Organisational Strategy
- Range of activity across all five social value themes, with governance model now aligned to Oversight Group structure



**Our Vision**

To be a population health focussed organisation specialising in supporting people to live independent and healthy lives.

**Our Objectives**

**Populations**

**We will:**

Support our populations to thrive by optimising wellbeing and independence.

**People**

**We will:**

Support our people to create a place they are proud and excited to work.

**Place**

**We will:**

Deliver sustainable health and care services within our communities enabling the creation of healthy places.

**Our Goals**

- Safe care and support every time
- People and Communities guiding care
- Ground breaking innovation and research

- Improve the wellbeing of our employees
- Better employee experience to attract and retain talent
- Grow, develop and realise employee potential

- Improve the health of our populations and actively contribute to tackle health inequalities
- Increase our social value offer as an Anchor Institution
- Make most efficient use of resources to ensure value for money

# *Together...*

we will support you and your  
community to live well.

Wirral Community Health and Care NHS Foundation Trust 2021

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 [wchc.nhs.uk](http://wchc.nhs.uk) |  [@nhsbuzz](https://www.facebook.com/nhsbuzz) |  [@wchc\\_nhs](https://twitter.com/wchc_nhs)

Communications & Marketing Report; Quarters 1&2, 2023-24			
<b>Meeting</b>	Board of Directors		
<b>Date</b>	17/10/2023	<b>Agenda Item</b>	13
<b>Lead Director</b>	Alison Hughes, Director of Corporate Affairs		
<b>Author(s)</b>	Fiona Fleming, Head of Communications & Marketing		
<b>Action required</b> (please select the appropriate box)			
<b>To Approve</b> <input type="checkbox"/>	<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input checked="" type="checkbox"/>	
<b>Purpose</b>			
The purpose of this paper is to provide the Board of Directors with assurance on the implementation of communications, marketing priorities against the communication goals (listed below) and the approved Staff Engagement Plan.			
<b>Executive Summary</b>			
<p>Q1 &amp; Q2 (April -September 2023) presented a diverse range of campaigns and a great opportunity for the team to support and respond to the changing needs of staff, patients and service users, explore new ways of engaging with the workforce, raise the profile of the Trust.</p> <p>The report details Q1 &amp; Q2 activity against the communications goals and the Trust's Staff Engagement Plan:</p> <ul style="list-style-type: none"> <li>- Brand Management</li> <li>- External Communications</li> <li>- Internal Communications</li> <li>- System Support</li> <li>- Crisis Management and Sustainability</li> </ul> <p>These goals are aligned to the Trust's strategic themes</p>			
<b>Risks and opportunities:</b>			
No risks identified in this report. The risk in failing to have effective communication and engagement across the workforce and with the local population is mitigated by the numerous campaigns and priorities delivered. New ways of engaging and communicating have been realised through Covid-19 and have provided learning for the future.			



<p><b>Quality/inclusion considerations:</b></p> <p>All communications and engagement activity aims to positively impact on Trust staff and those who access our services.</p>					
<p><b>Financial/resource implications:</b></p> <p>There are no financial/resources implications for consideration within the report</p>					
<p><b>The Trust Vision</b> - To be a population health focused organisation specialising in supporting people to live independent and healthy lives. The Trust Objectives are:</p> <ul style="list-style-type: none"> <li>• Populations - We will support our populations to thrive by optimising wellbeing and independence</li> <li>• People - We will support our people to create a place they are proud and excited to work</li> <li>• Place - We will deliver sustainable health and care services within our communities enabling the creation of healthy places</li> </ul> <p>Please select the top three Trust Strategic Objectives and underpinning goals that this report relates to, from the drop-down boxes below.</p> <table border="1"> <tr> <td>People - Improve the wellbeing of our employees</td> <td>People - Grow, develop and realise employee potential</td> <td>People - Better employee experience to attract and retain talent</td> </tr> </table>			People - Improve the wellbeing of our employees	People - Grow, develop and realise employee potential	People - Better employee experience to attract and retain talent
People - Improve the wellbeing of our employees	People - Grow, develop and realise employee potential	People - Better employee experience to attract and retain talent			
<p><b>The Trust Social Value Intentions</b></p> <p>Does this report align with the Trust social value intentions? Yes.</p> <p>If Yes, please select all of the social value themes that apply:</p> <p><b>Community engagement and support</b> <input checked="" type="checkbox"/></p> <p><b>Purchasing and investing locally for social benefit</b> <input checked="" type="checkbox"/></p> <p><b>Representative workforce and access to quality work</b> <input checked="" type="checkbox"/></p> <p><b>Increasing wellbeing and health equity</b> <input checked="" type="checkbox"/></p> <p><b>Reducing environmental impact</b> <input checked="" type="checkbox"/></p>					
<p><b>Board of Directors is asked to consider the following action</b></p>					
<p>To be assured that the communications, marketing and engagement activity evidenced in this report for Q1 and Q2 meets the aims of the Trust.</p>					
<p><b>Report history</b> (Include history of where the paper has been presented prior to reaching this meeting, including the title of the meeting, the date, and a summary of the outcome)</p>					
<b>Submitted to</b>	<b>Date</b>	<b>Brief summary of outcome</b>			



Quarterly report to the Board of Directors.		
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**Compassion** | **Open** | **Trust**



**Wirral Community  
Health and Care**  
NHS Foundation Trust

# Communications & Marketing Board Report Q1 and Q2

**Date: October 2023**

**Name:** Alison Hughes, Director of Corporate Affairs

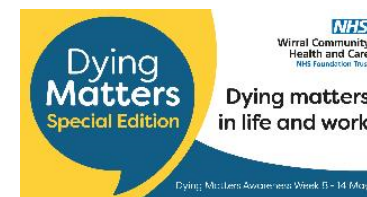
## Overview of Quarter 1 & 2 (April - September)

### Business as usual

- 50 Editions of The Update  
9 Special Editions: Staff Survey, PSIRF, Heatwave (x2), IPC, FTSU, Dying Matters, Industrial Action, Green Plan
- 300 Shout Outs published
- 14 CEO messages
- 120 screensavers
- 2731 email requests received between April - September. Average of 22 jobs per day through the communications mailbox

## Special Edition Series

- Industrial Action - April
- Green Plan 2023 – April
- Dying Matters – May
- International Nurses Day - May
- FTSU – July
- Infection Prevention Control - August
- Heatwave – June & September
- Staff Survey – September
- PSIRF Patient Safety Day - September





# Digital Summary (\*July - September)

*\*Due to upgrade in Google analytics, data can only be shown from July 2023*

- Public website – 171,565 page views
  - Vacancies – 16,285 page views
  - Walk-in centres, UTC and minor injuries – 11,647 page views
  - Our services – 11,424 page views
- StaffZone - 145,215 page views
  - Documents – 10,017 page views
  - Staff Directory – 3,741 page views
  - Services and Support – 3,292 page views
  - Quick links – 1390 page views
  - Wellbeing Hub – 862 page views

## Vacancies – join Team WCHC!

We advertise our job vacancies via Trac, an online recruitment system. Take your next career step and jump at a new opportunity - join Team WCHC today! Don't miss our [Staff Benefits page](#) to find out more about the many benefits of joining our Trust.

We have vacancies in the following sectors



**Documents**  
The Document Library contains every document on StaffZone - from PGDs, Policies and Pathways to forms, flyers and FAQs. You can search by keyword or document code (e.g. 'influenza' or 'GP25') or use the filters to refine your search by document type or topic.

Type your search term here...

**Popular Documents**

<small>Last updated: 22/06/2023</small>	<small>Last updated: 04/07/2023</small>	<small>Last updated: 04/07/2023</small>	<small>Last updated: 04/07/2023</small>	<small>Last updated: 04/07/2023</small>	<small>Last updated: 04/07/2023</small>

[Filter Results](#)      [Recently updated documents](#)

## Social Media Summary (April - September)

- X account (formerly known as Twitter) @wirralct - Total followers = 4,119 (increase of 81 followers)
- Tweet impressions = 49.3K
- Facebook account @nhsbuzz – Total followers = 1.7k
- Facebook impressions = 12.1K



# LinkedIn

- LinkedIn – Total followers = 2.3k
- LinkedIn impressions = 11.4k
- Sharing of the HomeFirst presentation delivered by Trust colleagues achieved good engagement
- Increase in activity via this platform



<https://lnkd.in/eAriuwH>



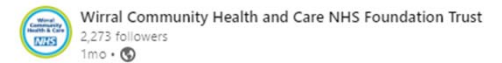
You and 23 others 3 comments · 8 reposts

Like Comment Repost

### Post performance

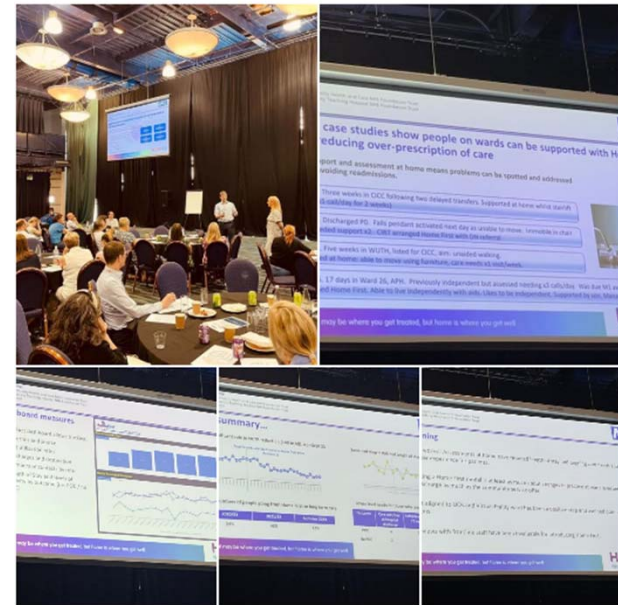
Targeted to: All followers

880 Impressions	244 Engagements	27.73% Engagement rate
205 Clicks	23.3% Click-through rate	34 Reactions
2 Comments	3 Reposts	



<https://lnkd.in/efEHb4p6>

HomeFirst works! Here are just a few snippets from the presentation at today's #nwuecwinter conference, including case studies demonstrating fantastic care and outcomes for patients, system impacts and key learning points...



You and 33 others

2 comments · 5 reposts

## External PR

### QI project with cardiology – Nursing Awards

- Communications supported Katrina Dyce, Student Nurse on placement in the Community Cardiology team with her quality improvement project which is available on the [public website](#).
- Katrina also shared her experience working on improving appointment attendances within the service. Watch the video as part of the Beyond Boundaries series on [StaffZone](#)



### Katrina Dyce shortlisted for Student Nurse of the year!

*“Katrina Dyce has improved how the Community Cardiology Service communicates with people who may find it difficult to engage with the service, to address non-attendance and ensure people receive more timely care. Katrina led a quality improvement project to develop a welcome video, including the development of planning, liaising with the communications team, patient engagement, audit, and evaluation.”*



## Project highlights for Q1 and Q2 (April - September)

Staff Awards launch	Dying Matters week	Filming Trust showreel	Marine Lake Official opening - NHS 75	Veteran aware	International Nurses Day
Pulse (April and July)	HCA recruitment	Deputy Chief Nurse visit	Adult Social Care transfer	IPC Digital Hub - promotion	Hand Hygiene awareness
Professional Nurse Advocate	CQC Inspection	World Patient Safety Day and PSIRF	Exec Sponsors for Staff Networks	Appraisals / coaching	Recruitment phase 2

## Marine Lake Official Opening and NHS 75



### The team led on the organising and promotion of:

- Operational opening – May
- Event to welcome staff to the new facility - June
- Extensive engagement with the local community and schools
- Official opening - 5 July to mark the 75<sup>th</sup> anniversary of the NHS

“The children had a wonderful time exploring all the facility has to offer whilst celebrating 75 years of our incredible NHS. They have learnt so much about the roles the NHS plays and the potential careers the NHS has to offer.”

Laura Williams, Priory Parish CE Primary School.

## Veteran Aware and Silver Accreditation

- Internal communications to support The Trust achieving Veteran Aware status and Silver Award in the Defence employer Recognition Scheme
- Update articles relating to :
  - New veteran functionality in ESR
  - Armed Forces e-learning
  - Silver Award
- Screensavers to support the Trust's achievements



**We are proud to have been awarded our Silver Award accreditation.**

We support our Armed Forces Community as a **Veteran Aware NHS Trust**. Find out what this means by searching 'Veteran' on StaffZone.



## IPC Digital Hub Promotion

- Creation and deployment of a one stop shop for all things infection prevention and control
- Making it easier for key stakeholders across the system to access a wealth of information, training and guidance
- Online tools, resources, newsletters and an electronic referral form to training packages, e-leaflet library, videos and localised campaigns
- Access the hub via the public website - [www.wchc.nhs.uk](http://www.wchc.nhs.uk)





## Health Care Assistant (HCA) recruitment

- We supported the HomeFirst Team with their recruitment campaign to support the sustainability and growth of the service
- The campaign was successful in recruiting a steady flow of new HCAs to the team. Promotional activity included:

- Oxtan Gardens event leaflet drop
- Careers in Health and Social Care event
- Day in the life of a HCA
- Dedicated landing page on website
- Social media



Wirral Community Health and Care  
NHS Foundation Trust

# Recruiting now...

Make a difference in **your** community!

Join us as a Health Care Assistant.



**We are looking for caring and enthusiastic people to join our Trust as Health Care Assistants (HCAs).**

Whether you want to start your nursing career or are looking for something new - visit our website for more information and to apply - search HCA.

Full time, part time and job share

Full training provided

Apply today!



[www.wchc.nhs.uk/careers](http://www.wchc.nhs.uk/careers)

## Recruitment phase 2

- Preparation for filming showreel in Q1:
  - script writing
  - location scoping
  - storyboarding
  - lining up services and patients
- Utilising photography and videography from phase 1 for new communications assets (roller banners, leaflets, internal communications, social media) to support awareness campaigns, ongoing recruitment and career events



## Filming of the Trust showreel

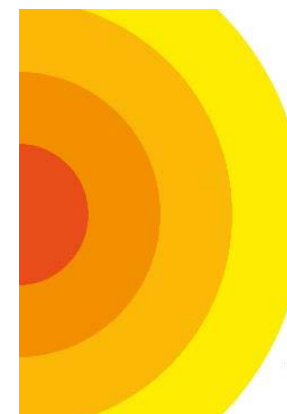
- We planned a series of filming opportunities across the Trust to reflect our work in the community
- Filming included 20 staff members, 10 service users (from 9 months to nearly 90!), 8 services, 3 local volunteers, and 1 staff voiceover
- Filming locations covered Trust sites, the local area and a patient's home, including planting in The BeeWell Together Garden at Marine Lake Health and Wellbeing Centre
- Work has been paused due to other priorities – some additional filming required
- Completion planned for end of 2023.



## People Pulse surveys, April and July



- We supported the HR team with the promotion of the quarterly Pulse Survey – update articles, screensavers, Facebook
- April: 437 responses (21%)
- July: 410 responses (22%)
- The results are presented at the monthly Get Together



### People Pulse Survey - April

Landing in your inbox and  
The Update this week.

Your voice counts - we want  
to hear from you.

Complete yours today!  
Scan the QR code



NHS People  
PULSE



### Final Week! July People Pulse

Your voice counts - we  
want to hear from you.

Deadline Monday 31 July!

Complete yours today!  
Scan the QR code



NHS People  
PULSE

## Dying Matters Awareness Week

- We supported the End of Life Care Team with messages about why dying matters in life and work
- Staff videos to support colleagues personally and professionally
- Bereavement support in the workplace
- ‘Six Steps to Success’ training: delivered by the End of Life Care
- The team reported that colleagues’ feedback about the campaign was that it supported them and helped them on their bereavement journeys, even when they hadn’t realised they needed support

*“We have had such wonderful feedback from our special edition.”*



**Dying Matters**  
Awareness Week  
8 - 14 May

**Dying matters in life and work**

Specialist advice and personal reflections, to support death and dying, in the workplace.

See StaffZone and The Update Special Edition.

## Hand Hygiene awareness

- For World Hand Hygiene Day, Friday 5 May 2023, we ran a competition to give staff and CICC patients the chance to win a £20.00 M&S gift voucher, among other prizes.
- We invited participants to write a short poem or catchy phrase to promote the importance of hand hygiene.

### Hand Hygiene Day COMPETITION!




**Winning entry: Raaj Singh,  
Community Auxiliary Nurse, the  
Warrens.**

*Rub, rub, rub,  
Scrub, scrub, scrub,  
Wash your hands with soap and  
water  
Dry them thoroughly as you ought'a  
Kill the germs and keep them at bay,  
By washing your hands throughout  
the day*



## Adult Social Care staff engagement

- Management of a series of face to face and virtual engagement sessions with ASC colleagues (approx. 100 staff attending)
- Development of presentations working closely with workstream leads
- Support for staff FAQs – via StaffZone and direct engagement with individuals
- Partnership working with Wirral Council communications team
- Written briefings to staff with key operational updates and information
- Farewell event held in the St Catherine's Atrium



**WIRRAL** Wirral Community Health and Care NHS Foundation Trust

### Adult Social Care Contract **UPDATE**

For the latest news and information

Issue 2

This Update is specifically for all **Adult Social Care staff** and colleagues affected by the Adult Social Care contract transfer.

This is your central source of information relating to the transfer. Please ensure you read through each edition and familiarise yourself with the FAQs on [StaffZone](#).

If there are colleagues who have not received this Update and would like to, please forward it on to them and email [wcnt.communications@nhs.net](mailto:wcnt.communications@nhs.net) with their contact details so they can be added to the distribution list.

*In this issue*

# International Nurses Day

- The team collated reflections from our amazing nurses
- Sharing of videos, photographs and quotes from nurses
- Celebrations via social media
- International Nurses Day Special Edition





## Deputy Chief Nurse visit: 5 May

- The team worked in partnership with Trust Chief Nurse and Deputy Chief Nurse to facilitate a visit from **Hilary Garratt**, Deputy Chief Nursing Officer for England and Visiting Professor at Chester University, and **Sam Sherrington** Deputy Director, Community Nursing
- They met clinical teams and heard about the quality care we provide
- Trust Chief Nurse, Paula Simpson presented nursing colleagues with certificates to celebrate the completion of their Professional Nurse Advocate (PNA) training.



# Appraisals and coaching

- Internal communications planning to support the appraisal process
- Series of screensavers, Update articles, StaffZone content, social media posts
- Copy editing, design and production of coaching cards for all line managers.



The appraisal window is now open...  
May - August 2023

- Your reflections from the last 12 months
- Your health and wellbeing
- Your objectives for the year ahead
- Your development and learning

Supporting information is available on StaffZone.

**Final call** to complete this year's appraisals!  
**30 September 2023**

- Your reflections from the last 12 months
- Your health and wellbeing
- Your objectives for the year ahead
- Your development and learning

Supporting information is available on StaffZone.



## Appraisals

Don't forget to log all appraisals on ESR as soon as they are complete.

Supporting guidance is available on StaffZone.

# CQC Inspection – internal communications

- Internal communications to support staff through the CQC Inspection
- Updated CQC guide circulated to staff
- Reminders regarding mandatory posters
- Production of an ‘at a glance’ CQC guide for frontline staff
- Messages to all staff from Karen Howell
- Screensavers signposting to relevant support and information

**Your CQC Guide**  
Is your guide up-to-date?

We have made a small number of amendments to the guide. Dig out your copy, download, print and insert the updated pages. You can find these on StaffZone.

Your ‘At a glance - CQC guide’ is coming soon.

**General housekeeping for everyone**

- Always wear your PPE (PPE stands for Personal Protective Equipment) and use it correctly. This includes wearing your apron and gloves when working in the patient care area.
- Wash your hands regularly and thoroughly. Use soap and water for at least 20 seconds.
- Clean and disinfect surfaces regularly. Use the correct disinfectant for the surface.
- Report any spillages or leaks immediately to your supervisor or the cleaning team.
- Keep your work area tidy and free of clutter. This helps to prevent accidents and makes it easier to clean.
- Report any damaged equipment or furniture to your supervisor or the maintenance team.
- Follow the correct procedure for handling and disposing of waste.
- Report any fire or smoke immediately to your supervisor or the fire safety team.
- Report any security concerns to your supervisor or the security team.
- Report any other safety concerns to your supervisor or the health and safety team.

Wirral Community Health and Care  
NHS Foundation Trust

Team WCHC  
**Your CQC Guide**  
Practical hints and tips to help you prepare

## New Board display and Accreditations

- Design and production of new and updated Board display at:
  - St Catherine's Health Centre
  - Marine Lake Health and Wellbeing Centre
- Development and design of Trust Accreditation Board showcasing the Trust's accreditations and commitments including:
  - Rainbow Badge
  - Veteran Aware
  - UNICEF
  - Menopause
  - Mindful Employer
  - Disability confident
  - ISO14001
  - Social Value Charter



## World Patient Safety Day and PSIRF

- The PSIRF project team held an information stand in St Catherine’s Health Centre, to promote PSIRF to the public, and support staff with their questions about the changes. Members of the team donned orange attire to mark the occasion!
- A Special Edition of The Update was sent to all staff, covering the new framework, our Patient Safety partners and resources to help staff
- St Catherine’s Health Centre was lit up in orange to mark World Patient Safety Day



## Patient Safety Incident Response Framework (PSIRF)

- Comms have been involved in supporting the development and roll out of PSIRF across the Trust
- During Q4 we have:
  - Developed a clear brand for PSIRF
  - Promoted role essential patient safety training to all staff
  - Created StaffZone hub of information which will develop and grow as PSIRF becomes embedded across the Trust

### Patient Safety Incident Response Framework

#### Introducing PSIRF...

Effective learning and improvement, contributing to better patient safety.

[Find out more on StaffZone.](#)



COMPASSIONATE INVOLVEMENT



PROPORTIONATE RESPONSE



SYSTEM IMPROVEMENT APPROACH



SUPPORTIVE OVERSIGHT

## Executive Sponsors for Staff Networks

- We produced a video of the Trust’s Chief People Officer promoting the Executive Sponsors for our Staff Network
- The aim is to provide leadership and support for the networks
- Encourage new members to join
- Raise awareness of the benefits of the networks and their contribution to the Trust
- Use of Update articles, screensavers, StaffZone content and social media

**Announcing the 2023/24 Executive Sponsors for our Staff Networks**

Watch the video from **Claus Madsen**, Chief People Officer.

Search **'Staff Networks'** on StaffZone

**Inclusion**  
Getting it right for everyone

Staff Network	Agreed Exec Sponsor(s) for 23/24
BAME	<b>Tony Bennett</b> , Chief Strategy Officer
LGBTQ+	<b>Paula Simpson</b> , Chief Nurse
Working Carers	<b>Mark Greatrex</b> , Chief Finance Officer / Deputy CEO
Menopause	<b>Jo Chwalko</b> , Chief Operating Officer
Ability	<b>Nick Cross</b> , Executive Medical Director
Armed Forces	<b>Ali Hughes</b> , Director of Corporate Affairs
Support for all networks and directors	<b>Claus Madsen</b> , Chief People Officer

## Team WCHC Awards launch and planning

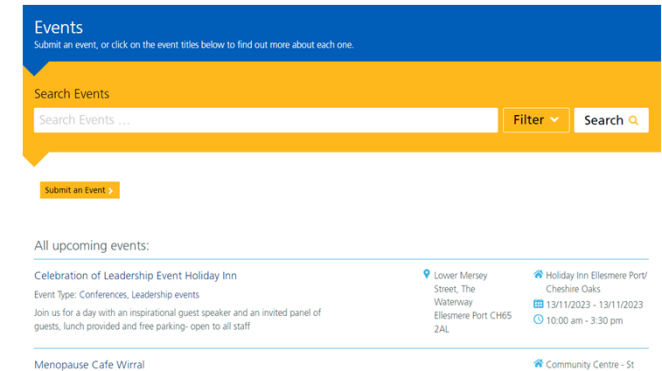
- Promotion of the 10th Team WCHC Awards for 2023
- Internal communications campaign to encourage nominations – 124 received, the highest ever
- Realignment of categories
- Planning and delivery of judging day (over 30 volunteers)
- Scripting and streamlining of videos
- Development of sponsorship proposal
- Robust plan to secure £20,000+ sponsorship
- Design, print and production completed in advance of the awards (6 October)
- Management of 500+ invitations and RSVPs





## Staff Engagement Plan

- We have worked in partnership with HR colleagues on the actions outlined in the Staff Engagement plan. This has included:
  - Leadership Forum promotion and supporting communications
  - Staff survey communications plan
  - Development of the Staff Survey Special Edition – you said, together we did (October)
  - Support for the Get Together Staff Survey Special
  - Development and launch of Event Calendar on StaffZone
  - Regular staff stories at Board and Get Together
  - Branding and internal communications to support the Leadership Festival



## Priorities for Q3 (October - December)

Team WCHC Awards	Sexual Health Wirral bid	Staff Survey Campaign	CQC Announcement	World Menopause Day
Flu & Covid vaccinations	IT & Digital communications	Freedom to Speak Up	Festival of Leadership	Celebration and Sharing Event
Antimicrobial Awareness	Safeguarding Adults Week	Infection prevention week	Long Covid promotion	Xmas activities

Internal comms review staff engagement	Staff Engagement Plan priorities	Communications and Marketing Strategy
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