

NHS Ayrshire & Arran



Meeting:	Ayrshire and Arran NHS Board
Meeting date:	Monday 3 February 2020
Title:	Caring for Ayrshire – Formal Launch
Responsible Director:	Kirstin Dickson, Director for Transformation and Sustainability
Report Author:	Russell Scott, Senior Programme Manager

1. Purpose

This is presented to Committee for:

- Decision

This paper relates to:

- NHS Board/Integration Joint Board Strategy or Direction

This aligns to the following NHS Scotland quality ambition(s):

- Effective

2. Report summary

2.1 Situation

As the Caring for Ayrshire Programme progresses through its 'Scoping' phase as detailed within the Project Initiation Document [PID], the programme are now looking formally launch the strategic ambition on future models of care. The aim of the launch of this major transformational programme, will be to connect with a widespread range of stakeholders from our internal staff, health and social care partnerships, citizens, multiple organisations and key stakeholders across Ayrshire and Arran. This will also underpin and support the commencement of an informing and engaging phase with our stakeholders in support of the strategic vision of future health and care services across Ayrshire and Arran.

This paper is presented to seek Board approval for the Formal Launch of the Caring for Ayrshire Programme.

2.2 Background

The Caring for Ayrshire Programmes 'Initiation' and 'Scoping' phases embedded several pieces of activity and work around defining Ayrshire and Arran's strategic vision around future models of health, care and wellbeing services.

During Q1/Q2 of 2019/20 the programme carried various levels out early pre-engagement activity, as part of the Caring for Ayrshire Conversation, collating initial views and insights around the needs of our citizens in support of future health and care services. Additionally there has been internal engagement, gathering insights and views from our staff and workforce as well as collaborative involvement with our Health and Social Care Partnerships.

In parallel to this activity the programme have been working with Scottish Government around the approach and methodology in support of designing and developing a whole system redesign of health and care services to enable the delivery of this major transformation programme across Ayrshire and Arran.

The focus over this initial period has been to articulate and conceptualise the strategic vision, in terms of future and sustainable models of care.

2.3 Assessment

Whilst every effort has been made in using the Caring for Ayrshire Programme branding, this has been carried out on informal basis with our stakeholders along with joint opportunities with our Health and Social Care Partnerships (HSCPs).

As we now progress with the programme we are looking to carry out a formal launch, targeting commencing w/e 21 February 2020, in providing widespread awareness of the strategic vision of the programme, along with models of care across Ayrshire and Arran.

This will enable more visibility of the programme, by conducting press releases, media campaign, wholesale marketing, the use of various communication methods/channels along with providing further sign posting to the programmes progress to date, relevant FAQs and future plans. The launch of the programme will underpin and lay the foundations of a six week period of informing and engaging with our staff, citizens, users and stakeholders, using different methods and channels in communicating the future strategic vision of Ayrshire and Arrans health and care services.

In terms of supporting the launch of the programme, we aim to undertake a Public Relations approach, supported by the Medical Director, clinical leaders, social care leaders and representatives from the voluntary and third sector groups to showcase the programmes aims and ambitions. This will not only involve our staff and citizens, but also enable media and press to be involved and engaged on the strategic objectives of the programme, and the approach to delivering future health, care and wellbeing services.

2.3.1 Quality/patient care

The proposal of a formal launch will underpin the programmes ambition and aims in delivering a transformational redesign of services, ensuring quality and as well being patient centric.

2.3.2 Workforce

By launching the programme formally, this will ensure openness and transparency across our workforce around the strategic ambition to redesign our services, in meeting the needs of our citizens and staff. Staff will naturally feel anxious around change, and our informing and engagement plan will look to provide multiple opportunities for all our workforce to be engaged throughout the programme.

2.3.3 Financial

All associated funding for a launch will be covered under the programmes budget allocation.

2.3.4 Risk assessment/management

By formally launching the strategic vision and ambitions in Ayrshire and Arran around our future health and care services, then there is a risk around managing expectations on delivery timescales. This is a major transformational programme of work over that 10 years and beyond, that will be complex by nature. Robust governance will be put in place along with following policy guidelines around capital investment which takes time to plan and implement. The aim will be to continue to hold briefing sessions with our MPs/MSPs, proactively engage with local press in advance and conduct extensive engagement across staff, partnerships and citizens in advance of any redesign and implementation of services.

2.3.5 Equality and diversity, including health inequalities

An impact assessment has been carried out more generally in relation to the entirety of the Informing and Engagement work that is equally relevant to the initial launch of the programme.

2.3.6 Other impacts

- **Best Value**

Successful management of delivering our strategic vision of future models of care requires leadership, engagement with clinical staff as well as our citizens. The Health and Social Care Partnerships have increasing influence on shaping the delivery health and care services more locally, making them more person centred and sustainable in the future.

- **Compliance with Corporate Objectives**

The delivery of transforming health, care and wellbeing service complies with a number of the corporate objectives: improving health; safety/outcomes; quality of experience; equality; transforming and patient flow; supply and demand.

- **Local outcomes improvement plans, community planning etc**

The achievement of delivering new models of care provides better access to healthcare services and should therefore have a positive effect on the health inequalities priority within local LOIPs.

The achievement of implementing new models of care will have a positive contribution towards the Caring for Older People priority.

The achievement of delivering new models of care provides better access to healthcare and wellbeing services and should therefore have a positive effect on the wellbeing priority within local LOIPs.

2.3.7 Communication, involvement, engagement and consultation

The Board has carried out its duties to involve and engage external stakeholders where appropriate:

- There have been a number of pre engagement activities and awareness events in support of the Caring for Ayrshire Programme. For further high level details please refer to Appendix A.

2.3.8 Route to the meeting

This has been previously considered by the following groups as part of its development. The groups have either supported the content, or their feedback has informed the development of the content presented in this report.

- Caring for Ayrshire – Stakeholder Engagement and Insights Group, 23 January 2020
- Caring for Ayrshire Programme Board, 29 January 2020
- Integrated Governance Committee, 29 January 2020

2.4 Recommendation

For decision. Board Members are therefore asked to approve the formal launch of the Caring for Ayrshire programme in marketing the strategic vision of Ayrshire and Arrans future health, care and wellbeing services.

3. List of appendices

The following appendices are included with this report:

- Appendix A, Engagement and Communication Log 2019

Appendix A, Engagement and Communication Log [2019]

Date	Method	Key message	Audience	Comments	Lead
2019					
Q1_2019	Open Staff Sessions	Delivering the key messages around Leading reform of services across Ayrshire and Arran	Drop in @ UHC Drop in @ UHA	100+ in attendance	John Burns
Q1 & Q2_2019/20	CEO Briefings	Providing strategic vision on transforming services	PING MPs/MSPs Elected Members IJB Chairs CPPs Scottish Government Ayrshire college	100+ in attendance	John Burns
April – July 2019	Participation and Contribution Sessions	Providing strategic vision on transforming services	East Ayrshire Community Hospital Biggart Community Hospital Girvan Community Hospital WG13 Kilmarnock Ayrshire Central UHA/UHC Ayrshire Maternity Unit	200+ in attendance	John Burns
April 2019	Caring for Ayrshire Conversation – Face to Face	Two multi-stakeholder events organised to present future vision on health and care services	Locality planning groups Education sector Third and Voluntary sectors Community councils Public	170 in attendance 467 comments	John Burns Jacqui Stevenson
May 2019	On Line \Survey	Feedback tool developed to capture early insights and views from internal and external stakeholders	Vacuous and widespread	Over 150 completed surveys	Jacqui Stevenson
June 2019	What Matters to You Day	Campaign to deliver key messages and ask what matters to you	Multiple stakeholders supported and co-ordinated by HSCPs	100+ interactions	Jacqui Stevenson/ HSCP Reps
July 2019	Partnership Focus Groups	Delivering the message on the ambitions of programme	Multiple stakeholders supported and co-ordinated by HSCPs	150+ in attendance	HSCP Reps/ Jacqui Stevenson
August 2019	Caring for Ayrshire 'Models of Care' events	Clinical Programme led events outlining new models of care. Lived experience participation from community	Various including: Clinical leads Public Health HSCP reps Community orgs	150+ delegates in attendance Report and analysis captured	Dr Crawford McGuffie/Professor Haz Borland
November 2019	Caring for Ayrshire – Stakeholder Engagement and Insights Group	Remit of group to ensure appropriate levels of engagement are being conducted along with governance in place	NHS Staff HSCP Representation Public Lay Members Ayrshire College Carers Group Rep Youth Commission Group	20 In attendance	Kirtsin Dickson
13/12/2019 20/12/2019	Open staff forum	Ambition for caring for Ayrshire, updating key individuals on our future for transforming models of care	Drop in UHC Drop in UHA	50+ in attendance	Crawford McGuffie