

5 year strategy (2022-27), revisions for year 3 (2024/25)			
<b>Meeting Title</b>	Board of Directors		
<b>Date</b>	19/06/2024	<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 checked="" type="checkbox"/>	<b>To Discuss</b> <input type="checkbox"/>	<b>To Assure</b> <input type="checkbox"/>	
<b>Purpose</b>			
To share, for approval, the Trust's 5 year (2022-2027) strategy document, amended for year three (2024/25) of the strategy following review by strategy leads and Board members.			
<b>Executive Summary</b>			
<p>WCHC's 5 year strategy (2022-27) has been reviewed by leads for the enabling strategies and by Board members, with a focus on the 'We Will' statements that set out the Trust's main areas of strategic focus in 2024/25.</p> <p>They have been reviewed at the Director and Deputies' Strategic Development Forum and Informal Board.</p> <p>Of the 37 statements, 18 remain unchanged. Sixteen have had minor changes made for emphasis and/or clarity. Three have been removed, and three are effectively new.</p> <p>The full text of the strategy document has also been reviewed, with small changes made to maintain accuracy, e.g. including Home First, recognising Lancashire 0-19+, removing reference to delivering Adult Social Care services for Wirral Council.</p>			
<b>Strategic (Board Assurance Framework - BAF) and operational Risks and opportunities:</b>			
No risks identified			
<b>Quality/inclusion considerations:</b>			
Quality & Equality Impact Assessment completed and attached No.			

Not applicable to this paper. Changes made as a result of strategy implementation will be subject to separate QEIA.

**Financial/resource implications:**

Not applicable to this paper.

**The Trust Vision** – To be a population health focused organisation specialising in supporting people to live independent and healthy lives. The Trust Objectives are:

- 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

Please select the top three Trust Strategic Objectives and underpinning goals that this report relates to, from the drop-down boxes below.

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
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**The Trust Social Value Intentions**

Does this report align with the Trust social value intentions? [Choose an item.](#)

If Yes, please select all of the social value themes that apply:

- Community engagement and support**
- Purchasing and investing locally for social benefit**
- Representative workforce and access to quality work**
- Increasing wellbeing and health equity**
- Reducing environmental impact**

**Board of Directors is asked to consider the following action**

To approve the revised strategy document for publication.

**Report history** (Please include details of the last meeting that received this paper, including the title of the meeting, the date, and a summary of the outcome). This provides the audit trail through the governance structure.

Submitted to	Date	Brief summary of outcome
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Wirral Community  
Health and Care  
NHS Foundation Trust

# Five Year Organisational Strategy

**2022 - 2027**

SHAPING  
**OUR**  
FUTURE

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# Introduction

**Our vision is to be a population-health focused organisation specialising in supporting people to live independent and healthy lives.**



The last few years have shown the importance of maintaining safe, effective and high quality community health and care services.

Our new services, such as the Community Intermediate Care Centre, Urgent Community Response and Home First, improve the care that we can make available in the right place at the right time, and reduce unnecessary admissions and improve system flow.

Recovery from Covid-19 will take time and effort. We will work with partners across the Cheshire and Merseyside Integrated Care System (ICS) to do this effectively and safely. Alongside this, and building on the delivery of our previous strategy, we want to build and influence a health and care system that provides strong and sustainable community

health and care services, more equitable access and outcomes, and a better future for our populations.

In developing this strategy, we engaged extensively with our staff and partners, as well as understanding and reflecting the local and national direction.

Over the coming years, we expect a growing focus on holistic and proactive care, delivering the benefits of place-based working and Integrated Care Systems.

We recognise the crucial role we play in ensuring health inequalities are addressed, both through service delivery and how we support local employment and create opportunities for people in more deprived communities.

# Strategic alignment

**With approximately 2.5m residents, Cheshire and Merseyside Integrated Care System (ICS) is one of the largest ICS areas in England and Wirral Community Health and Care NHS Foundation Trust (WCHC) is proud to provide services in five of its nine Places.**

We offer a wide range of services for all ages, spanning planned, urgent, and intermediate care as well as public health and social care services.

Our 0-19, 0-19+ and 0-25 Services cover 43% of the Cheshire and Merseyside population. From October 2024 we will provide 0-19+ services to the population served by Lancashire County Council.



**Our strategy addresses Cheshire and Merseyside ICS's priority areas that relate to our organisation.**



Improve population health and healthcare.



Tackling health inequalities, improving outcomes and access to services.



Enhancing quality, productivity and value for money.



Helping the NHS to support broader social and economic development.

**Wirral is where we provide most services:**

We have mapped our strategy against the thematic priorities of the Wirral Plan (2021-26), the recommendations in Wirral's Public Health Annual Report (2020) and the principles agreed by the Healthy Wirral Partnership.

In developing 0-19, 0-19+ and 0-25 Services in Cheshire East, Knowsley and St Helens, we have similarly reviewed those areas' priorities, particularly for children and young people.

We will work closely with all Places to understand their priorities and how we can help them make a difference for local populations.



# Health inequalities

**We serve some of the most deprived areas of the country. The Covid-19 pandemic held up a mirror to the existing health, economic and social inequalities in these places.**

Deprivation correlates to worse life chances, more years in poor health and means that people are more likely to have to make use of emergency healthcare, with worse outcomes.



## Wirral...

sees very significant health inequality, with an 11.5 year male life expectancy gap. Higher deprivation levels in Wirral wards, as with everywhere, correspond to lower life expectancy and affect people negatively throughout their lives.

## Knowsley...

is the second most deprived local authority in the country. Levels of deprivation in Kirkby are over double that of the England average. Over two fifths of Kirkby's children and older people are income deprived.

## In St Helens...

Approximately 30% of children live in poverty, with rates as high as 40% in some wards. There is a 10 year life expectancy gap between the most and least well off parts of St Helens.

## Cheshire East...

is a relatively affluent area compared to many other parts of Cheshire and Merseyside. It still has significant challenges in some specific areas: parts of Macclesfield and Crewe are in the 20% most deprived nationally, and six areas in Crewe are in the 10% most deprived.





# Inclusion

Getting it right for everyone

Our Inclusion and Health Inequalities Strategy describes how we will address these issues through our services and teams.

Improving population health means addressing the wider determinants of health, including people's finances, employment and housing.

Our focus on increasing the social value we deliver for our communities means we will play a full part in realising the potential of more integrated approaches to planning and delivering services. This pivotal role will help reduce health inequalities and support wider social development across Cheshire and Merseyside.



## SOCIAL VALUE QUALITY MARK



### SOCIAL VALUE QUALITY MARK



### LEVEL 1

# Holistic health and care

**A key strength of our Trust is how teams are able to support people at critical points through their entire lives, enabling them to start, live, age and die well. We provide universal services focused on wellness as well as specialist services, working at the heart of communities and across whole Place footprints in Cheshire and Merseyside.**

This means we can work with partners to improve all levels of population health through better understanding of places and communities. We will also be developing our locality teams to work more closely with communities and partner organisations.



**Over the life of this strategy, we will be focused on reaching from the individual to the whole community and wider economy, whilst being a great employer and building our digital capacity and innovation.**


Achieving this depends on the significant programmes of work and the approaches described in a range of our enabling strategies. These include strategies for Quality, People and Digital and our approach to improving Inclusion and reducing Health Inequalities. Key points from these four strategies are highlighted in this document.



Working with partners to deliver proactive population health management, reducing health inequalities.



Providing accessible, person-centred, efficient and high quality health and social care services, ensuring equity of access and outcomes.



As an Anchor Institution, adding social value through our approach to employment, procurement and sustainability to support stronger, healthier communities.

# Strategy engagement

**This five year strategy has purposely been developed through extensive engagement, both internally and with leaders from all sectors in Cheshire and Merseyside. We have listened and shaped our strategy around their insight and priorities for improvement.**

We identified many opportunities to innovate and further collaborate with sectors including education and local authority, as well as taking a coordinated approach to creating social value.



Other key areas of focus over the coming years will be developing best practice approaches to giving children and families the best start in life and building more integrated neighbourhood models of care, bringing primary, community and social care teams closer together.

## We will do this by:

- Looking along pathways from the resident's perspective, designing approaches that are more joined up and enabling teams to work most effectively together
- Putting greater focus on early intervention and working with other organisations, including education and social housing providers, investing in relationships and shared understanding
- Making better use of data to direct more proactive care; getting shared systems and processes right and empowering staff to continually improve them

How we will do this is described across our enabling organisational strategies and operational development plans.

# Operational development

**Over the life of this strategy, we will continue to improve our service offer to support people throughout their lives. Our areas of focus will be children and families, place-based teams, and intermediate and urgent care.**

This is fully aligned with the aspirations of the NHS Long Term Plan and strategy for community health services, as well as local plans. We will ensure financial sustainability and value for money so that we can continue investing in high quality care.



## Children and family services for improved life chances

'Starting well' is a critical part of a person's life journey, creating the conditions for better health outcomes. We will continue to work with the families, children and young people of Wirral, Cheshire East, Knowsley and St Helens, delivering excellent services and supporting better life chances.

These services are a strategic priority for WCHC. Providing services for children and families in four of Cheshire and Merseyside's nine Places and (from October 2024) Lancashire, means we are ideally placed to drive consistent best practice across the whole of the ICS footprint and beyond.

### We will:

- Develop integrated care models for 0-19+ services in Cheshire & Merseyside and Lancashire. We are ambitious to work together to provide better early help, better experiences of support and care, and improve young people's life chances

## Integrated neighbourhood services, better coordinated care and population health management

Recognising the importance of place-based care and collaboration, over the coming years our locality model in Wirral will ensure more coordinated working with primary and community care partners.

This also helps an improved understanding and resourcing of community needs across our health and social care teams.

It will enable us to respond to the Core20 PLUS 5\* approach to addressing Health Inequalities and create better connections between teams and communities.



## Three Conversations

### We will:

- Implement locality teams in Wirral, with proactive population health management and care coordination that spans primary and community services, a better understanding of local health needs and resourcing that addresses local circumstances
- Build and implement a holistic model for prevention and management of long term health conditions for the most complex and vulnerable people, supporting Primary Care Networks (PCN) and locality working
- 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
- Identify how we will take a population health approach to target service delivery and deploy our workforce to meet population health need.

\* [www.england.nhs.uk/about/equality/equality-hub/core20plus5/](http://www.england.nhs.uk/about/equality/equality-hub/core20plus5/)

## Intermediate and urgent care that promotes independence and person-centred care closer to home

We are a system leader in intermediate care, spanning crisis response services and both home-based and ward-based rehabilitation. Rapidly evolving virtual ward models also support both the avoidance of hospital admission and earlier discharge.

We plan further developments in all these areas, building on the establishment of Urgent Community Response, Home First and the Community Intermediate Care Centre (CICC).

This will maximise people's independence, providing person-centred care closer to home and improving people's quality of life. It also reduces demand on secondary care and long term social care services, supporting the wider health and care system.



### We will:

- Continue to expand our Community Integrated Response Team model for 2 hour Urgent Community Response (UCR) and, with WUTH, Virtual Frailty Ward, to prevent unnecessary hospital admissions
- Continue to develop our Home First service with system partners, so that people can be supported and have their needs assessed at home after a hospital stay, improving flow
- Develop our bed-based Community Intermediate Care Centre (CICC) pathways with step-up capability as part of comprehensive intermediate care offer
- Continue to develop our Single Point of Access into a multidisciplinary Right Care Hub for access to urgent care services, admission avoidance and integrated care coordination
- Implement a single front door model for urgent treatment and A&E as part of Wirral's urgent and emergency care services

# Quality and innovation

**Having reflected on all that we have learned through the pandemic, our quality and innovation goals are more ambitious than ever before.**

Quality remains at the heart of our organisation and, over the life of this strategy, we will stretch ourselves even further by not only maintaining a focus on quality and safety, but by taking a population health approach and striving every day to create more equitable outcomes for the people we serve.

We will ensure that we use our limited resources efficiently and sustainably. We will shift from a traditional approach to improving quality to one of assertive, proactive action with people and communities inspiring and leading care developments.



## Our three Quality Ambitions are:

1

Safe care and support every time - continuously nurturing a positive safety culture across the system, promoting safety, wellbeing and psychological safety.

2

People and communities leading care - ensuring we hear from all voices, involving people as active partners in their wellbeing and safety, and promoting independence and choice through collaboration and co-design.

3

Groundbreaking innovation and research - nurturing an improvement culture and achieving systemic scale and sustainability of developments and innovations.

These ambitions will move our care beyond current boundaries and will improve quality of life for the people we serve. They are supported by our Quality Cycle which provides a clear and systematic process for connecting our three ambitions and providing a framework for continuous improvement.



## We will ensure:

- **Safe care and support every time by:** embedding a framework for system-wide learning ie Patient Safety Incident Response Framework (PSIRF), using data to drive improvement and facilitate community based initiatives to promote wellbeing and independence
- **People and communities lead care development in partnership by:** embedding inequalities data collection to facilitate better understanding of need, establishing processes for systematically hearing from people and communities and co-production of care pathways to improve inclusivity, reduce inequalities, and ensure we meet people's needs
- **Groundbreaking innovation and research by:** developing a sustainable workforce to lead innovation and research, establishing an innovation hub with system partners and building a strong innovation and research portfolio



Safe



Engaged



Effective



# Inclusion

**Health inequalities lead to people experiencing systematic, unfair, and avoidable differences in their health, the care they receive and their opportunities to lead healthy lives.**

A lot can and is being done by working as a health and social care system to operate at a population level and impact positively on some of these wider determinants of health. We play a significant role in the system and will continue to work with partners to maximise our impact across Cheshire and Merseyside to ensure that we are tackling these wider determinants in a joined up and coordinated way within the Integrated Care System (ICS) structures.

We will also further develop a diverse workforce who feel valued and supported, embedding our Trust values of **Compassion, Open and Trust**. A valued and supported workforce provides better care.

**Inclusion**  
Getting it right for everyone



**Our Inclusion and Health Inequalities Strategy takes account of the Core20 PLUS 5 model and describes how we will tackle inequalities. Our three Inclusion Ambitions are:**

1

Remove barriers to access - ensuring our approach meets the needs of individuals, ensuring equitable access to care and employment for all

2

Focus on barriers to care - ensuring that everyone's experience of the Trust and its services is positive, inclusive and reflects our values of 'Compassion, Open and Trust'

3

Improve outcomes for everyone - focussing our efforts on reducing inequalities in outcomes for people with protected characteristics and those who live in our most disadvantaged areas

## We will:

- **Remove barriers to access by:** embedding a system for improving data collection as standard, developing the Equality, Diversity and Inclusion (EDI) skills and knowledge of our workforce and, taking positive action to drive workforce diversity
- **Focus on the experience of care by:** using data to better understand inequalities and inform workforce and service planning, embedding a culture of inclusiveness and empowering positive allyship
- **Improve outcomes for everyone by:** focussing on our population health impact using Core20 PLUS 5 principles for these and other vulnerable groups of adults and children, maximising our social value through local purchasing and employment and delivering effective, intelligence-led preventive programmes focused on improving outcomes



# People

**We are committed to creating and sustaining a working environment where our staff feel well looked after, have a real sense of belonging and are supported to work to their full potential.**

Our People Strategy is aligned with the NHS People Plan and NHS People Promise. There are four key drivers in the national People Plan which we have adapted to reflect what matters to our staff and Trust:



**Looking after our people**



**Culture and belonging**



**Growing for the future**



**New ways of delivering care**





Delivering this plan will mean that staff feel the Trust is a great place to work and choose to work with us because we are renowned for our excellence and living our values. This means practising a restorative culture, being inclusive and championing innovation.

Leaders at all levels will improve the staff experience by supporting the health and wellbeing of their staff and demonstrating compassionate leadership. Staff will feel engaged, motivated, and skilled to do their job and we will support our people to fulfil their ambition and potential.

We will deploy the right numbers of staff with the relevant skills to meet demand and the ability to flex staff to meet population health needs at local and system level. Our workforce will be more diverse and representative of our population/footprint. We will fully develop our digital capability so that our staff can make best use of technology to optimise support to our patients and service users.

## We will:

- 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 a safe and sustainable workforce within the available resources
- Optimise our ways of working aligned to opportunities from digitisation, growing our talent, and maximising our role as an Anchor Institution

# Digital

**We accelerated our digital ambitions during the Covid-19 pandemic. This period highlighted the importance of using data to understand and address population health needs, support staff to work in agile ways and communicate with patients and service users in ways that meet their needs.**

Our Digital Strategy is aligned with national and Cheshire and Merseyside priorities and describes this work in more detail.



## Investment in infrastructure and systems

It is crucial to ensure staff have the right tools and equipment for the job wherever they are, improving decision-making, and so quality and safety of care. We will further enable working 'on the go' and rationalise systems to improve efficiency and decommission systems that are not able to meet current operating standards for security and interoperability.

## Digital tools for access and independence

Realising the benefits of digital communication and technology-enabled care will create a step-change improvement in people's care and ability to manage independently, both in their own homes within the community or in specialist settings. In doing this, we must ensure that digital inclusion is considered at every step.

## Data and predictive analytics

There is great insight available from the vast amounts of data available across the health and care system to support planning and providing better services. Providers will face fewer barriers to integrating and using secure health information to manage health resources and improve patient and service user care.



## A digital first culture as 'Business as Usual'

Developing a digital first culture within the Trust will ensure that staff have the skills and are empowered to lead innovation. This culture shift is core to our People Strategy.

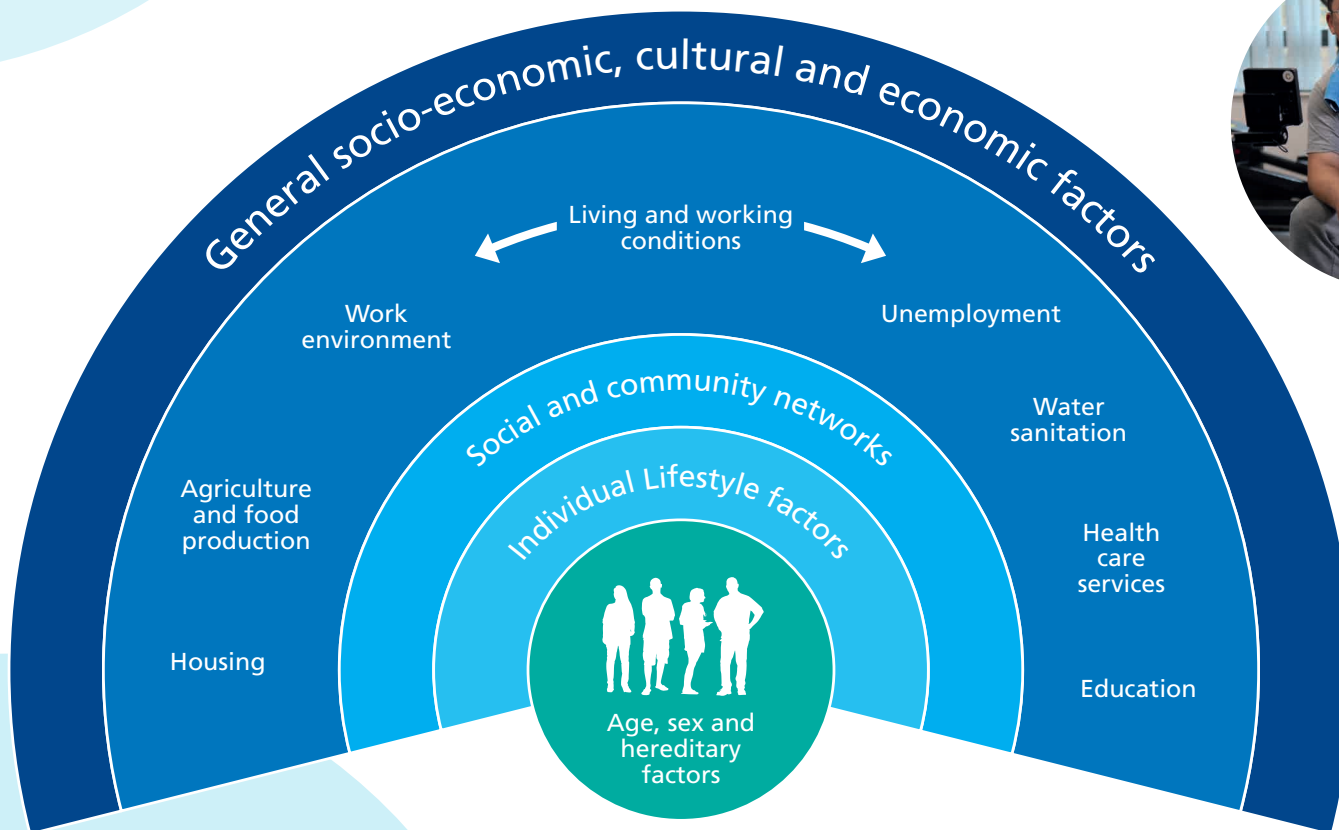
### We will:

- 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, eg virtual consultation, wearable technology, to better support people at home
- Further integrate use of population health data from WCHC with associated needs assessments from the wider place-based systems to inform strategic planning and service delivery
- Ensure that staff are supported to develop the necessary digital skills and are empowered to lead innovation
- Develop a range of ways for patients to engage with services and their care, to increase choice and minimise digital exclusion



# Social value and partnerships

We aspire to provide exceptional care, but that on its own is not enough. Living a good, independent and healthy life is dependent on many factors beyond the quality of NHS services.



The Dahlgren-Whitehead Rainbow Model





As an Anchor Institution, embedded in our communities, we have an important role in creating the environment in which people can live well for as long as possible. The value we can create as an organisation, beyond the crucial services we provide, is our 'social value'.

We were proud to be recognised in 2021/22 as the first NHS organisation in the country to achieve the Social Value Quality Mark, level 1, awarded in recognition of our commitment to research, measure and report Social Impact and Value.

We are working with colleagues across and beyond our Trust to make Social Value a core part of our organisational data collection and decision-making.

Helping the NHS to support broader social and economic development is a priority within Cheshire and Merseyside, and nationally. We are a large employer of local people and a big buyer of goods and services. How we approach these things has a significant impact on the wider determinants of health, giving people life chances through employment and supporting economic wellbeing.



## We will:

- Expanding and delivering our social value agenda with a focus on employment and procurement
- 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 throughout the Trust's value chain
- Collaborate with local partners to improve health outcomes through increasing social value



# Strategic objectives and goals

## Our Vision

*To be a population-health focused 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 where 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
- Groundbreaking 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

Our Common Purpose:

# *Together...*

we will support you and your community to live well.

## *Compassion*

Supportive and caring, listening to others.

## *Open*

Communicating openly, honestly and sharing ideas.

## *Trust*

Trusted to deliver, feeling valued and safe.





# 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](https://wchc.nhs.uk)



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Social Value Annual report, 2023/24			
<b>Meeting Title</b>	Board of Directors		
<b>Date</b>	19/06/2024	<b>Agenda Item</b>	13
<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>			
To share the Social Value Annual Report for 2023/24, for assurance that WCHC is delivering on its social value agenda.			
<b>Executive Summary</b>			
<p>The Trust's Social Value report for 2023/24 is the first dedicated social value report we have produced, and highlights areas of progress against WCHC's five social value themes and the We Will statements in the Social Value and Partnerships section of the Organisational Strategy (2022-27).</p> <p>Notable areas of development relate to 'Representative Workforce and Access to Quality Work' (including NHS Cadets), and 'Community Engagement and support' (particularly Marine Place).</p> <p>With regard to the three We Will statements, two have been assessed as 'Met' and one as 'Partially met'.</p> <p>Overall, WCHC can demonstrate significant progress in all areas of its Social Value Framework.</p>			
<b>Strategic (Board Assurance Framework - BAF) and operational Risks and opportunities:</b>			
No risks identified			
<b>Quality/inclusion considerations:</b>			

Quality & Equality Impact Assessment completed and attached No.

Not applicable to this paper.

**Financial/resource implications:**

Not applicable to this paper.

**The Trust Vision** – To be a population health focused organisation specialising in supporting people to live independent and healthy lives. The Trust Objectives are:

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Please select the top three Trust Strategic Objectives and underpinning goals that this report relates to, from the drop-down boxes below.

Place - Increase our social value offer as an Anchor Institution	People - Improve the wellbeing of our employees	Place - Improve the health of our population and actively contribute to tackle health inequalities
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**The Trust Social Value Intentions**

Does this report align with the Trust social value intentions? [Choose an item.](#)

If Yes, please select all of the social value themes that apply:

- Community engagement and support**
- Purchasing and investing locally for social benefit**
- Representative workforce and access to quality work**
- Increasing wellbeing and health equity**
- Reducing environmental impact**

**Board of Directors is asked to consider the following action**

To be assured that WCHC has a clear plan to develop and increase the social value it delivers, and is making progress against its social value themes and 'We Will' statements.

**Report history** (Please include details of the last meeting that received this paper, including the title of the meeting, the date, and a summary of the outcome). This provides the audit trail through the governance structure.



Submitted to	Date	Brief summary of outcome
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# Social Value

## Annual report, 2023/24

SOCIAL VALUE  
QUALITY MARK



**LEVEL 1**

# Social Value report 2023/24

Our role as a community health and care provider goes beyond service provision. Maximising our social value is a key part of our Organisational strategy (2022-27).

We were the first NHS Trust in the country to achieve the Social Value Quality Mark at Level 1.

We have signed up to both the Cheshire and Merseyside Anchor Institution Charter Principles and the Cheshire and Merseyside Social Value Charter.

This report highlights some of our work during 2023/24.

## Social value aims from WCHC's 5 year strategy (2022-27):



Expanding and delivering our social value agenda with a focus on employment and procurement



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 throughout the Trust's value chain



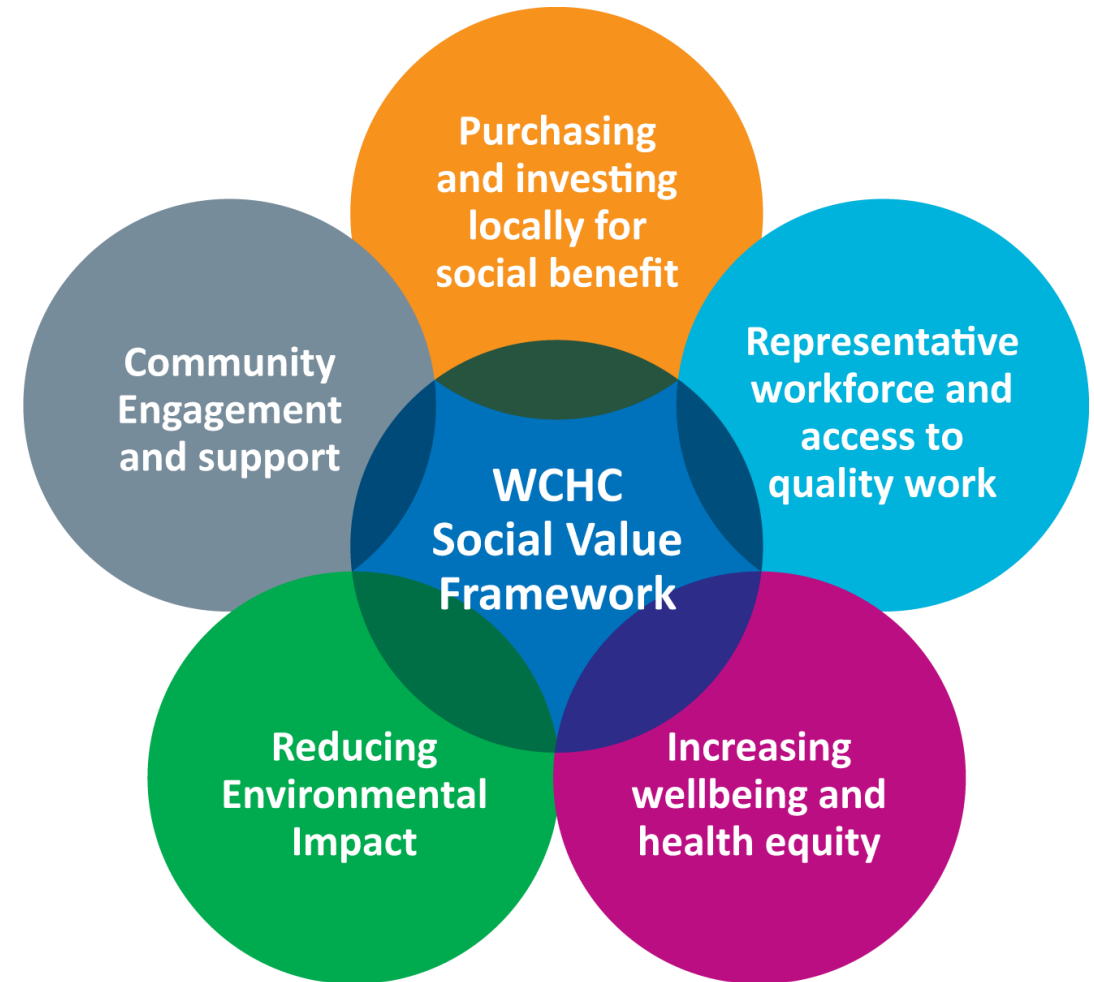
Collaborate with local partners to improve health outcome through increasing social value

# WCHC's Social Value framework

WCHC's Social Value Framework has five themes.

Each contains sub themes with metrics that are tracked through our Oversight Groups.

In 2023/24 we have made progress in all areas with a particular focus on Representative Workforce and Access to Quality Work, and Community Engagement and support.



# Purchasing and investing for social benefit

Our purchasing power supports the local economy.  
We use suppliers committed to increasing social value.  
In 2023/24 we spent **£9.3m.** in the local supply chain  
(ie within Cheshire & Merseyside)

**100%** of the contracts (4) we awarded that could include social value, did so. (This figure will increase as the national purchasing frameworks we use are updated to include social value.)

Our suppliers have demonstrated their social value commitments through the tender process, for example:

Converting their fleet to electric power

Using green energy tariffs

Converting to LED lighting

Installing solar panels

Supporting local charities

Paying the National Living Wage

# Representative workforce and access to quality work

We are ensuring our workforce fully represents our communities and provides opportunities for more people to gain access to good quality jobs.

## This means:

- Making sure people know about jobs in the NHS
- Inspiring people to follow a career in healthcare, and supporting their development
- Removing unnecessary barriers to seeking and applying for jobs



## Expanding horizons

We have partnered with the Johnson Foundation to deliver the **‘Our BIG Future’** programme to inspire primary school children to consider health care careers, focused on areas with multi-generational worklessness.

Alongside visits to St Catherine’s Health Centre, in July 2023 the children were able to visit, help out, and enjoy the new Bee Well garden at the Marine Lake Health and Wellbeing Centre.



*“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.

# NHS Cadets

In 2023/24, our Widening Participation activity has been focused on expanding the NHS Cadets programme.

NHS Cadets is aimed at young people aged 14 to 18 who are from communities currently under-represented within the NHS and St John Ambulance.

We were the first NHS Community Trust to partner with St John's Ambulance to deliver the NHS Cadets programme.



*NHS cadets is a brilliant opportunity which I was grateful to be a part of. It broadened my knowledge on certain topics such as mental health as well and meeting new people that I now have long lasting friendships.*

*I have gained a lot more confidence than I did before I started.*



# NHS Cadets

In 2023/24, WCHC has been leading the expansion of the NHS Cadets programme to St Helens and Knowsley, involving other NHS providers and community partners, including The Hive in Wirral and Vibe in St Helens and Knowsley.

In 2023/24 we worked with **59** young people, providing over **3000** person/hours of development. In 2024/25 we are expanding to support over **120** people.



*It was a programme that really brought me out of my shell and gave me something to look forward to every week. The work wasn't too difficult so I could still enjoy doing it and the games were always fun to partake in!*

*I have just been accepted for my job in the hospital Theatre CSW, it's an apprentice. It seems more appealing and probably more appropriate for me than going uni now.*

*Our NHS Cadets received over 3000 hours of development*



# NHS Cadets – widening participation into 2024/25

## NHS Career Ambassadors

We are engaging with schools and colleges to develop a network of WCHC Career Ambassadors. Since January 2024 we have spoken with **400+** young people and expect to have up to **100** ambassadors across all our Places.

## Pre-employment Programmes

In May 2024 we launched a pilot pre-employment programme. We are working with unemployed people aged 19+ who need help to gain employment. We expect to support around **12** people in this first group.



Left pictured (left to right): Andrea Johns and Simona-Verona Spataru  
Right pictured (left to right): Leon Pietrzak, Development Manager Youth Engagement NHS England and Andrea Johns



## More inclusive recruitment

In 2023/24, WCHC recruited **53** people to the expanding Home First and Urgent Community Response services. **85%** of whom are Wirral residents. **45** were unregistered nursing staff such as health care assistants.

### Our inclusive recruitment model involved:

- Promoting via local organisations and social media
- Delivering shared recruitment events with other NHS providers
- Helping people apply and interview on the day
- Making the selection and interview process as friendly as possible



# Local employment

Through inclusive recruitment we are actively working to increase the employment opportunities we provide to people living in more deprived communities, collaborating with public health and community organisations.

The % of new starters we employed in 23/24 living in the most deprived postcode areas (IMD\* decile 1) very closely matches the wider population. We aim to increase the opportunities we provide to people living in more disadvantaged areas.

**94%** of our staff lived in Cheshire and Merseyside, working across Wirral, Cheshire East, Knowsley and St Helens.

<b>21%</b>	<b>22%</b>
% of new starters to WCHC living in IMD decile 1	% of population living in IMD decile 1

\*Indices of Multiple Deprivation, deciles 1 – 10. IMD 1 = most deprived, IMD10 = least deprived

# Apprenticeships

Apprenticeships provide opportunities to gain qualifications whilst in employment. Over 3% of our workforce is on an apprenticeship programme.

The social value of the apprenticeships we have supported at levels 2, 3 and 4 is **£92k\***. We plan to build on this in 2024/25.

*“The Trust has supported me throughout, enabling me to gain hands-on practical experience while achieving a qualification. The traditional route of having to apply to university typically means having to leave your current job which is a barrier for many people. The benefits are mutual; by investing the Trust can retain staff and create a motivated skilled workforce.”*

Staff member doing a Registered Nursing Degree Apprenticeship



\*Calculated using national social value metrics:  
[www.socialvalueportal.com](http://www.socialvalueportal.com)

# Increasing wellbeing and health equity

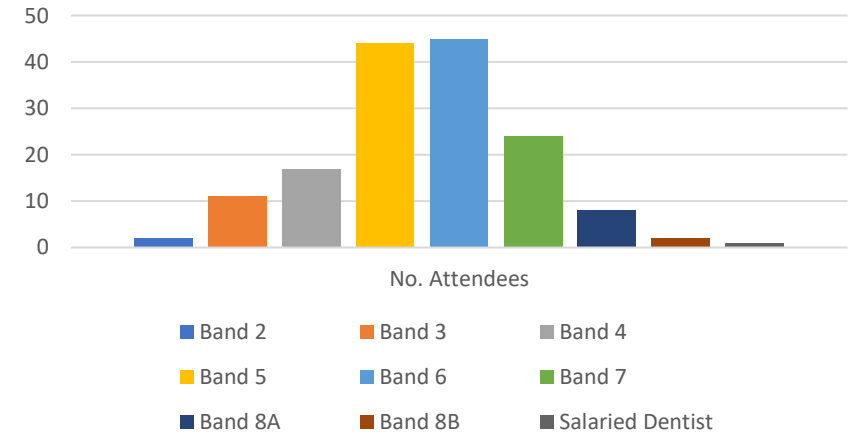
We aim to increase wellbeing and health equity for both our staff and the wider communities we serve.

## For staff we have:

- Embedded Wellbeing conversation training, **over 150** to date
- Launched new contracts for Occupational Health and Employee Assistance Programme, providing a wider offer
- Revised our Managing Attendance Policy with input from Ability Staff Network, and Revised the Access to Work process

In 2023/24 we carried out extensive public engagement to understand people’s experience of health services and their role in wellbeing.

Wellbeing conversation training uptake



Our staff survey scores for “my immediate manager takes a positive interest in my health and wellbeing” are **among the best** for comparator community trusts

# Sustainability

## Waste, energy and water

In 2022/23\* we saw a **400+%** increase in recycling of our domestic waste (57 tonnes in 2022/23) compared to 2021/22.

Our building utilisation increased for the most recently reported year (2022/23) following changes in working patterns after covid. We have seen our carbon emissions increase compared to the previous year, though still **reduced by 50%** from their 2018/19 level.

With Marine Lake, we have expanded our solar energy production (having produced **over 91,000 kWh** in 2022/23) and electric vehicle (EV) charging points in 23/24, now providing **10 EV charging points** for electric vehicles.

\*Most recently reported year for waste, energy and water



# Sustainability

## Clinical waste management plans for 2024/25

WCHC sends no domestic waste to landfill (it is either recycled or incinerated), and we are working to improve clinical waste management.

1. Segregating more general clinical waste from infectious waste means it can be incinerated in energy-from-waste plants. This reduces the carbon footprint of the disposal process.
2. Rolling out reusable sharps bins will be safer than disposable ones whilst also reducing environmental impact.





# Community engagement and support

We directly and indirectly support community engagement and the wider voluntary, community, faith and social enterprise (VCFSE) sector, to:

- create better links and understanding across teams
- maximise the benefit that the VCFSE sector can deliver

In 2023/24, we were delighted to work with Age UK Wirral to launch Marine Place at the new Marine Lake Health and Wellbeing Centre

We have expanded this approach to St Catherine's Health Centre for 2024/25.



# Marine Place

Marine Place is a social value venture between Wirral Community Trust and Age UK Wirral, who occupy the café space at Marine Lake Health & Wellbeing Centre on social value lease.

- It brings together a café offer with access to a wide range of services, and activities to tackle isolation and loneliness, improve people's physical and mental wellbeing, increase financial wellbeing and much more
- In year 1, the café served over **6500** customers, had over **380** attendances at groups and activities and supported over **190** people with onward referrals



# Marine Place

Local partners are encouraged to use Marine Place to enhance access into their own services.

It has created new employment of 2 Whole Time Equivalent roles, **10** volunteering opportunities and placements for student nurses from University of Chester and students from local secondary schools.

In its first 6 months, it generated a social value return of **£46,305**, against a 12 month target of **£25,000**.



## Social Value – We Will... 1

Expand and deliver our social value agenda with a focus on employment and procurement

✓ Met

- Social Value in all WCHC tenders
- NHS Cadets, 50+ young people & 3000+ hours, and plans to significantly expand in 2024/25 (120+ young people)
- Apprenticeships (£92k social value)
- Inclusive recruitment models
- Expanding Widening Participation for 2024/25

## Social Value – We Will... 2

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 throughout the Trust’s value chain

✓ **Partially met**

- Procurement processes encouraging reduced environmental impact from suppliers
- Increased solar energy output
- Increase in carbon emissions 21/22 to 22/23 (though reduction compared to 2018/19)
- Plans for improved clinical waste management in 2024/25

## Social Value – We Will... 3

Collaborate with local partners to improve health outcomes through increasing social value

✓ Met

- Significant Marine Place development with Age UK Wirral, delivering £46k social value in 6 months
- New employment, volunteering and placement opportunities
- Expanded into St Catherine’s Health Centre for 2024/25

# Summary

WCHC continues to drive and promote social value aligned to our strategic intent.

The report demonstrates key social value return in all areas with plans for further progress in 2024/25.

We continue to strive to increase our social value offer and working with partners across our geography.



<b>Communications &amp; Marketing Strategy Assurance Report for Quarter 4 - 2023/24</b>			
<b>Meeting Title</b>	Board of Directors		
<b>Date</b>	19/06/2024	<b>Agenda Item</b>	14
<b>Lead Director</b>	Alison Hughes, Director of Corporate Affairs		
<b>Author(s)</b>	Fiona Fleming, Head of Communications and 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>Quarter 4 (January – March 2024) 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 Q4 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>Strategic (Board Assurance Framework - BAF) and operational 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. Greater partnership working through the Cheshire and Merseyside ICB Communications network ensures a focus on system priorities.			



**Quality/inclusion considerations:**

Quality & Equality Impact Assessment completed and attached No.

All communications and engagement activity aims to positively impact on Trust staff and those who access our services

**Financial/resource implications:**

There are no financial/resources implications for consideration within the report

**The Trust Vision** – To be a population health focused organisation specialising in supporting people to live independent and healthy lives. The Trust Objectives are:

- 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

Please select the top three Trust Strategic Objectives and underpinning goals that this report relates to, from the drop-down boxes below.

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

**The Trust Social Value Intentions**

Does this report align with the Trust social value intentions? Yes.

If Yes, please select all of the social value themes that apply:

**Community engagement and support**

**Purchasing and investing locally for social benefit**

**Representative workforce and access to quality work**

**Increasing wellbeing and health equity**

**Reducing environmental impact**

**Board of Directors is asked to consider the following action**

To be assured that the communications, marketing and engagement activity evidenced in this report for Q4 meets the aims of the Trust.

**Report history** (Please include details of the last meeting that received this paper, including the title of the meeting, the date, and a summary of the outcome). This provides the audit trail through the governance structure.

Submitted to	Date	Brief summary of outcome
Quarterly report submitted to the Board of Directors.		



**Compassion** | **Open** | **Trust**



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

# Communications & Marketing Board Report Q4

**Date: 19 June 2024**

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

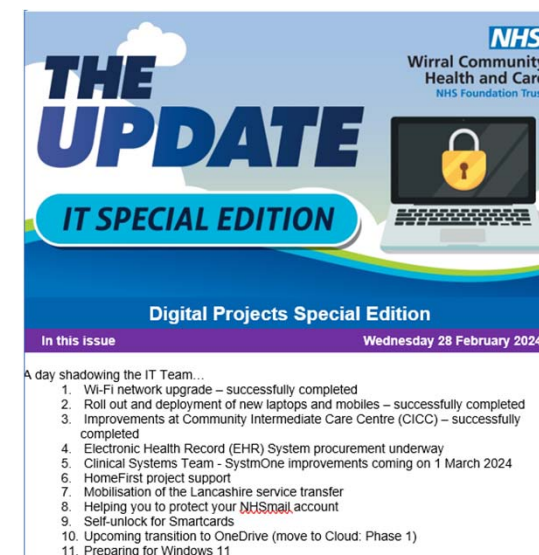
# Overview of Quarter 4 (January – March 2024)

## Business as usual

- 26 Editions of The Update  
1 Special Edition - Digital Projects
- 152 Shout Outs published
- 2 CEO and Exec. messages to all staff
- 65 screensavers
- 1,430 email requests - avg. of 22 jobs per day through the communications mailbox



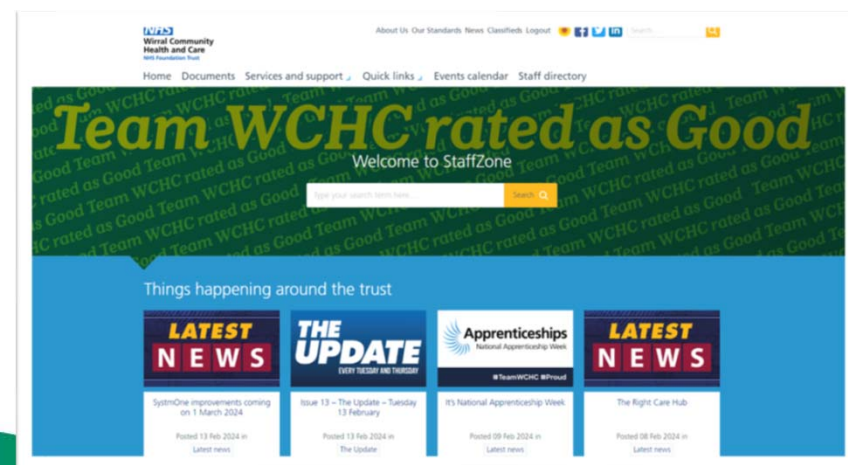
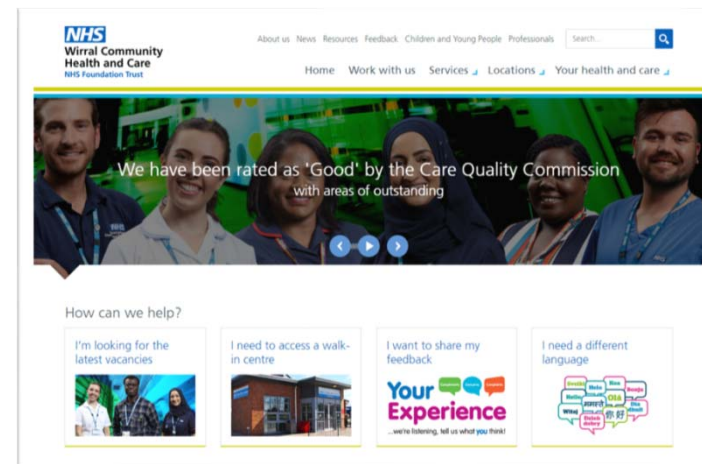
- Shoutouts!**  
**Your Wellbeing**
1. Your quarterly People Pulse survey has landed - complete it today!
  2. Get Together – Thursday 4 January
  3. Junior Doctors to strike early January 2024
  4. Dry January
  5. New Year resolution - stop smoking



- A day shadowing the IT Team...
1. Wi-Fi network upgrade – successfully completed
  2. Roll out and deployment of new laptops and mobiles – successfully completed
  3. Improvements at Community Intermediate Care Centre (CICC) – successfully completed
  4. Electronic Health Record (EHR) System procurement underway
  5. Clinical Systems Team - SystemOne improvements coming on 1 March 2024
  6. HomeFirst project support
  7. Mobilisation of the Lancashire service transfer
  8. Helping you to protect your NHSmail account
  9. Self-unlock for Smartcards
  10. Upcoming transition to OneDrive (move to Cloud: Phase 1)
  11. Preparing for Windows 11

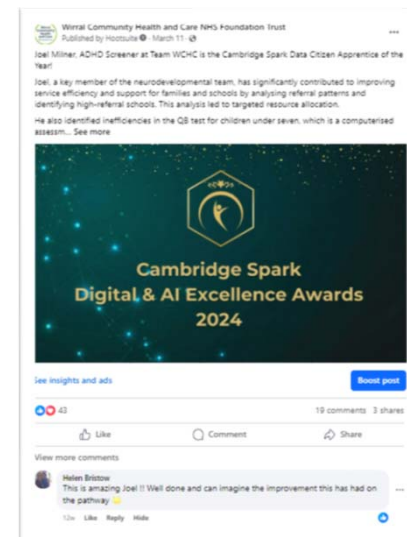
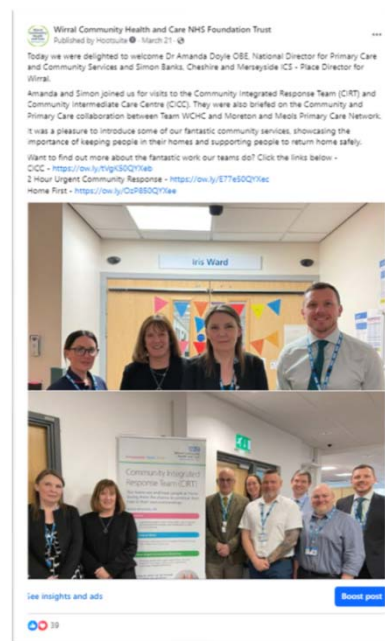
## Digital Summary

- Public website - 189,219 page views (up 15% since last quarter)
  - Vacancies - 17,913 (up 28%)
  - Our services - 13,484 (up 15%)
  - Walk-in centres, UTC and minor injuries - 12,577 (up 7%)
- StaffZone - 144,343 page views (up 5%)
  - Documents - 8,108 page views (up 2%)
  - Services and Support - 3,348 page views (up 17%)
  - Staff Directory - 2,788 page views (up 8%)



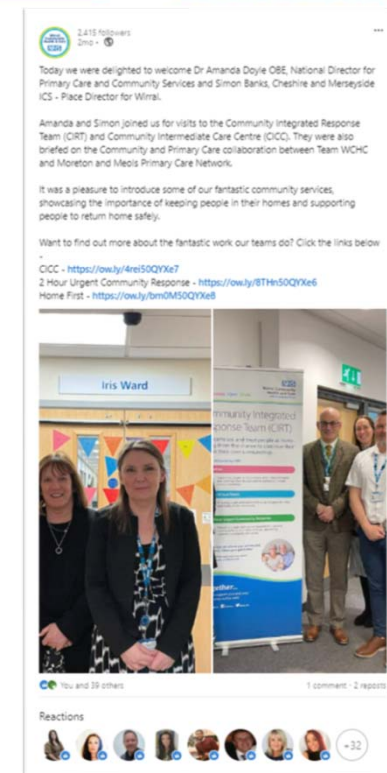
## Social Media Summary

- X account (formerly known as Twitter) @wirralct - total followers = 4,427 (increase of 77 followers)
- Tweet impressions = not available. (X analytics are now behind a paywall)
- Facebook account @nhsbuzz - total followers = 2k (increase of 100)
- Facebook impressions = 18.5K (down 1%)



## LinkedIn

- LinkedIn - total followers = 2.4k (increase of 115)
- LinkedIn impressions = 17.8k
- Impressions were down 10% compared to the previous quarter (Q3). However, Q2 had seen a 277% increase
- This increase reflects the work put in to develop content and drive engagement on this social platform.



Posts about high-profile visits performed well with high engagement

## External communications

### Stakeholder Communications

One edition of the Trust’s stakeholder communications was sent out in early March. It included:

- Trust expands its 0-19+ Service offer into Lancashire with contract win
- Community Intermediate Care Centre - how we’re enabling successful discharge and supporting people to return home
- Urgent care services in Wirral working together to reduce wait times
- Team WCHC NHS Cadets Programme launched in St Helens and Knowsley
- Trust awarded the Gold National Preceptorship for Nursing Quality Mark

The distribution of the stakeholder bulletin includes Place, system and regional stakeholders in NHS, Local Authority, Primary Care and 3<sup>rd</sup> sector organisations.

### The following media release was featured in the Wirral Globe

- Wirral sexual health services rated ‘outstanding’





## Project highlights for Q4 (January - March)

<p>0-19+ Service Lancashire mobilisation (move of date to Oct) (Internal and external communications / brand management)</p>	<p>Sexual Health Wirral mobilisation &amp; ourPlace launch (Internal and external communications / brand management)</p>	<p>Contact Hub across Wirral, Cheshire East, St Helens and Knowsley (Internal communications)</p>	<p>NHS Cadets Programme launch - St Helens and Knowsley (Internal and external communications)</p>
<p>Multi Factor Authentication (MFA) - internal campaign (Digital team) (Internal communications)</p>	<p>Measles campaign (System support)</p>	<p>Research and Innovation support (Internal communications)</p>	<p>Long Covid Service awareness raising and promotion (Internal and external communications)</p>
<p>Health Assured launch (Internal communications)</p>	<p>Cheshire &amp; Merseyside Super MaDE event (System support)</p>	<p>Pulse Survey - January (Internal communications)</p>	<p>Staff Survey Results (Internal communications)</p>

# Measles

- Rise in cases of measles nationally and across Cheshire and Merseyside
- Campaign development to support the Infection Prevention Control Team with the dissemination of important information to stakeholders including, internal services, care homes, education settings
- Design of a series of Action Cards to support health practitioners
- 350+ posters produced and distributed across Wirral
- StaffZone and website content development
- Series of public health social media posts deployed to encourage vaccination and to recognise the signs of measles

**MEASLES**  
Information for health professionals

**Typical clinical symptoms**

- Fever > 38°C in the absence of antipyretics
- Conjunctivitis
- Cough and/or coryza
- Generally very unwell
- Koplik spots (small red spots with bluish-white centres) inside the mouth
- Generalised maculopapular rash – appears after prodromal phase usually on the face and upper neck and spreads to the rest of the body

**Risk factors for measles**  
To inform clinical diagnosis consider:

- Age of the case
- Vaccination (two doses measles mumps rubella (MMR) vaccine = fully immunised)
- Travel within and outside the UK
- Member of an under-vaccinated population group
- Link with a confirmed case of measles

**Diagnostic testing**  
Clinicians should take an urgent diagnostic PCR test<sup>1</sup>. This supports management of cases, and minimises impact on close contacts, the community and health care services.  
(\* unless confirmed measles is endemic - widely circulating within the region).

**Prevent transmission**  
In health care settings, suspected measles cases should be triaged and isolated immediately to protect other patients. Ensure Infection Prevention and Control measures are in place.

Measles is extremely infectious. One person with measles can infect 15 to 20 unimmunised people. 15 minutes in direct contact with someone infected with measles is sufficient to transmit virus.

Measles is spread through coughing and sneezing, close personal contact or direct contact with infected nasal or throat secretions.

Measles is infectious from 4 days before rash onset until 4 full days after the rash appears.

**Action Card**

**Removing PPE (doffing)**

When removing PPE the correct technique is essential to avoid touching the most contaminated areas of PPE eg. the outside of gloves and front of aprons/gowns, eye protection, and FRSM/RPE. The order for removing PPE is Gloves, Apron or Gown, Eye Protection, Fluid-Resistant Surgical Mask (FRSM) or Respiratory Protection Equipment (RPE) (FRPE).<sup>1</sup>

**Remove FRSM and lift the outside of the gown in the palm area with the opposite hand** – break each side and pull away from the body, holding the inside only. Fold or roll into a bundle and discard.

**Apron, Undercoat or break neck ties and other apron** – to be removed, untangle or break each side and pull away from the body, holding the inside only. Fold or roll into a bundle and discard.

**Gloves** Untangle neck, then wrist ties. Remove using a pulling motion and grip. From each shoulder towards the same hand, tearing gloves inside out. Hold removed gloves away from body. Fold or roll into a bundle and discard.

**Eye Protection (Goggles or shield)** Rotate eye protection only by the forehead of the sides. Face shield/goggles should be removed by grasping sides and pulling directly forward, away from face. To remove goggles with an attached headband, cut head forward and grasp the headband with both fingers and thumb. To the headband supports whilst pulling straps away from face. Lower goggles away from face and discard.

**FRSM or RPE (FRPE)** Untangle the ties 2 feet (60 cm) below, then the top. If attached, pull top and further down together, separating the frontpiece only pull away from the face without touching head of mask/respirator and discard.

All PPE should be removed before leaving the care area and immediately disposed of into the appropriate waste stream, or a designated receptacle for reusable PPE. Perform hand hygiene immediately upon removal of PPE.

<sup>1</sup> Respiratory RPE including powered hoods may require a different order for putting on and removing. Please refer to your local policy if applicable.

#WirralTrust | @WirralTrust | X | #WirralTrust

## Launch of Health Assured

- Working with Human Resources to launch the new Employee Assistance Provider 'Health Assured' and the Wisdom App
- Integrated internal communications campaign including - The Update, series of screensavers, social media posts, StaffZone development and content
- In Quarter 1 - 356 page views on StaffZone for the Health Assured landing page
- A total of 65 calls have been logged within the first month of Q1 2024-25

Coming next week!

Our new award-winning Employee Assistance Programme from...  
**health assured**

Launching 15 January 2024  
Check out the Update for details.

Join our Webinars from...  
**health assured**

Find out more about the wide range of wellbeing services offered. Dates for your diary:

- Tuesday 30 January 12.30pm
- Thursday 29 February 4.00pm
- Wednesday 13 March 1.00pm

Search 'health assured' on StaffZone for details.

It's here!

Our new award-winning Employee Assistance Programme from...  
**health assured**

Search 'health assured' on StaffZone.

## 0-19+ Service Lancashire mobilisation planning

- Design and development of internal assets for service launch - StaffZone takeover, screensaver, campaign slider
- Development of staff toolkit - email signature, MS Teams background, letterhead, PowerPoint slide deck
- Internal communications (HCRG Care Group) - weekly staff bulletin, updated FAQ document, engagement event support (preparation and delivery), design and development of Welcome Guide (distributed via post to every member of staff), development of welcome videos (Executive and Operational Teams), announcement of contract extension
- Development of mobilisation and service delivery communications and marketing plans
- External communications - digital (website development and preparation for social media transfer), stakeholder communications, production of merchandise

# 0-19+ Service Lancashire mobilisation planning

## 0-19 and 0-25 Services

Structured around the national Healthy Child Programme our services provide inclusive support for children, young people and their families. Support begins during pregnancy and continues until the child reaches the age of 19 or up to 25 if the young person has Special Educational Needs and Disabilities (SEND).



The reputation of our children and young people's services is a true reflection of the dedicated and specialist support our teams provide to local children, young people and their families. Teams work collaboratively with partners across multiple sectors to give families the best possible start in life and have a significant impact on the long-term health of children and young people.

The brand identity for our 0-19 and 0-25 Services is well established and embedded throughout local communities. It was co-designed and developed using insight from local people, giving services users a sense of ownership and empowerment.



### Digital and virtual support

The children and young people's website ([wchc.nhs.uk/children](http://wchc.nhs.uk/children)) provides parents, carers, and young people with access to advice and information - ranging from baby packs to advice on 'fussy eating' to puberty support and vaccination schedules, as well as providing access to a range of services offering tailored support including local online groups.

Teams have introduced a series of online referral and 'request for support' forms, making it really simple for parents, carers and health professionals to access the support they need. The new contextual online platform hosts a wealth of information, advice and support for parents and carers with newborn babies.

The website is easy to use and includes an online feedback form for young people to share their experiences about the services they have received. We will develop it further with local insights from yourselves and local young people and families across Lancashire.

Our school nurse teams deliver **ChatHealth** - a confidential text messaging service for young people. Young people can access a range of advice and support around:

- Anxiety
- Healthy lifestyles
- Relationships
- Sleeping
- Friendships
- Nutrition and diet
- Healthy eating
- Bullying
- Exam stress
- Mental wellbeing
- Alcohol
- Self-harm
- Stress
- Anger management
- Body image
- Exercise
- Puberty
- Sexual health
- Feelings and emotions



Young people have told us that they like being able to access confidential support from the comfort of their own home, so we also offer virtual consultation appointments which transfer that extremely supportive and reassuring.



0-19+ Lancashire

Compassion Open Trust

## Sexual Health Wirral and ourPlace mobilisation and launch

- Introduction of a new partnership - engagement with communications and marketing team at LUHFT / updating of all service-related materials
- Internal communications: Design of screensavers for service launch, articles in The Update, service update at the Get Together

### External communications:

- Development of a new mobile friendly website - review of content, website design
- Introduction of new clinic timetable and launch of service Instagram account - insight led
- Drafting and distribution of embargoed press release
- Creation of a service identity for Wirral's young person's sexual health service - ourPlace

# Sexual Health Wirral and ourPlace mobilisation and launch

## Stakeholder engagement

- Local young people - to help develop a service name and brand identity and to understand how to create a discreet and young person friendly clinic area
- Face-to face-engagement sessions were delivered, and an online survey was created and distributed
- The insight helped create a service name (ourPlace, Wirral's new sexual health service for young people aged 19 and under) and a new clinic area that is welcoming, vibrant and a place where young people feel confident and safe in accessing support.
- Partners, youth settings, primary care and local organisations - embargoed communications distributed to raise awareness of the new partnership, service offer and young person's provision.

# Compassion | Open | Trust



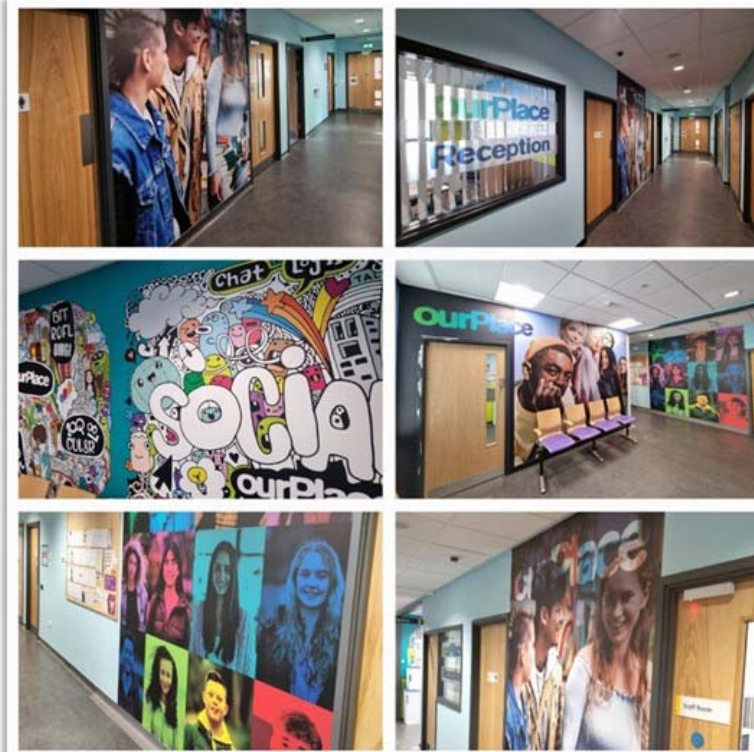
Wirral Community Health and Care  
NHS Foundation Trust



The team from Sexual Health Wirral (Image: Wirral Community Health and Care NHS Foundation Trust)

By Craig Manning  
Chief Reporter  
No Comments

A sexual health service for young people on Wirral has been launched this week





## Multifactor Authentication (MFA) roll out

- Development of an internal communications campaign
- Targeted communications to Service Directors and Service Leads, including Manager's Briefing
- Suite of 10 screensavers aligned to staff uptake figures and themes e.g. *Over 50% of Team WCHC has secured their NHSmail account / My New Year's resolution... protect my NHSmail account / promotion of drop-in support sessions*
- Over 10 articles in The Update (reminders / reporting staff uptake) and staff Facebook group posts
- Project updates at the monthly Get Together and Special Edition of The Update
- Current take-up figure - 94%



## Long Covid Service promotion

- Development of communications, marketing and engagement plan
- Key messages developed, reviewed and signed off
- Design of service materials to support with promotion and awareness raising
- Creation of an online service hub on the public website
- Promotion of 'Meet the team' sessions on the Living Well Bus
- Internal awareness raising amongst colleagues



## Long Covid Service

Supporting your physical and mental wellbeing.

Our team of specialists provide support for people aged 16 plus who have been experiencing symptoms of Covid-19 for more than 4 weeks (Long Covid).

**Working in partnership with you we can:**

- Tailor a plan to support your recovery process
- Set achievable goals
- Suggest exercises to build your physical ability and strength
- Improve your mental wellbeing
- Signpost to additional services for further support

Working together we make sure people living with Long Covid receive the care, help and support they need.



### Together...

we will support you and your community to live well.

@whc\_hack | @whc2022 | @whc\_ah

## Contact Hub

- Internal communications - Weekly Update for colleagues working across the four localities, including key operational updates, impact of the hub, celebrating successes and teamwork
- Development of stakeholder communications
- Online referral form development
- Staff emailer to encourage participation in Contact Hub operational survey



## NHS Cadets Programme 2024

- Internal communications (savesaver, articles in The Update, staff Facebook page) to encourage staff to share recruitment messages
- External communications
  - Sharing of partner messages (The Hive and Vibe) to bolster the recruitment drive
  - Article in Team WCHC Stakeholder Update
  - Stakeholder email to encourage NHS partners to actively get involved in the delivery of the programme
  - Development of website content



## Pulse Survey

- Regular communications to staff encouraging completion of the January Pulse survey
- Use of all internal channels: The Update, screensavers, StaffZone, social media, all user emails
- The January Pulse Survey had a 21% uptake (379 responses) which is a good response rate for a quarterly temperature check.
- 63% of respondents would recommend WCHC as a place to work (up from 58.9% in July).
- Sharing of high-level results at the February Get Together



**Pulse Survey**  
We each have a voice that counts!

**Complete yours by  
Wednesday 31st January.**

Scan the QR code  **NHS People  
PULSE**

# Staff Survey

- Internal communications - shining the spotlight on the response rate and areas of improvement in 6 of the People Promises
- Screensavers, the Get Together - sharing of high-level results, StaffZone content and campaign sliders, social media channels

## NHS Staff Survey

Significant improvement in 6 of the 7 People Promises



## NHS Staff Survey

60%  
Response rate!

Our highest ever and well above the national average.



Together...  
we make the difference!



Wirral Community Health and Care NHS Foundation Trust @wchc\_nh · Mar 7 ...  
It has been an exceptional year for our Trust evidenced by our fantastic CQC report, and our staff survey results reflect the hard work and commitment of everyone at Team WCHC.

## Support for Researchh and Innovation

### Innovation Hub

- Site visit and planning for innovation hub interior design
- Engagement with Wirral Met and students on the development of a name

### Research and Innovation Survey

- Development of staff survey to inform future research and innovation activities and training
- Promotion via The Update, screensavers, social media, targeted communications to staff groups



**Research and innovation...**  
*here at Team WCHC*

**Tell us what you think.**

Complete the short survey via the Update or scan the QR code.

## Super MADE communications

- Engagement with Cheshire and Merseyside on the first Super MADE event across the health system
- Development of internal messages to staff about the event and our involvement
- Screensavers to raise awareness
- Engagement with WUTH Communications Team to co-ordinate communications including, photography and video messages from participating staff
- Social media posts to raise awareness with stakeholders, staff and public





## Priorities for Q1 (April May June 2024)

Sexual Health Wirral/ourPlace awareness raising	Visit from Sir Julian Hartley	International Nurses Week	Celebrate and Share Event	April Pulse Survey
0-19+ Service Lancashire mobilisation	Long Covid Service - focus on PR and stakeholder engagement	Dying Matters Campaign	IPC - Hand Hygiene Campaign	Cyber Aware
Easy Expenses	Information Governance	NHS Cadets Programme 2024	Breastfeeding Month	Wirral System Communications
Men's Health Week	Carers' Week	Contact Hub	Risk and Resilience Service announcement	IT and Digital

Internal comms review  
staff engagement

Staff Engagement  
Plan priorities

Communications  
and Marketing  
Strategy

## 2024-25 Reporting

- Future communications and marketing reporting will be structured under the headings of to the Trust's strategic objectives:
  - **Populations** - Support our populations to thrive by optimising wellbeing and independence.
  - **People** - Support our people to create a place where they are proud and excited to work.
  - **Place** - Deliver sustainable health and care services within our communities enabling the creation of healthy places.
- Reporting will include greater emphasis on impact and measures and evidence the direct support for operational services and their objectives
- The report will continue to detail activity against the communications goals - internal and external communications, brand management, system support and crisis management and sustainability