



Engagement & Involvement Review

2022-2023

Executive Summary

African proverb:

“If you want to go fast, go alone. If you want to go far, go together”

We are passionate about making a difference to the lives of our patients and the communities we serve. We understand the importance of building strong relationships with our communities and the positive impact collaboration has on the health and well-being of local people and in shaping healthcare services.

Our focus on engagement and involvement is reflected in this annual review, which outlines our achievements, and priorities for the upcoming year. In addition to this, we have also published our first annual Engagement and Involvement Tracker. This details the range of opportunities in working with people to ensure that their voices and ideas are heard and reflects how we are working together on important issues.

Over the past year, we have made significant progress, particularly through the appointment of a Community Outreach Worker in May 2022. This position is funded by NHS Charities Together, and the role has been instrumental in leading our work with communities. As a result, the Trust has been an active part of 58 groups and community events, engaging with over 8,700 people, enabling us to gain valuable insight into how we can improve access to services, increase planned care appointments, and reduce the need for emergency attendance.

Executive Summary

Highlights of our engagement and involvement programme during 2022/23 include:

- ✓ Successful public engagement on the Fit for the Future programme, aimed at improving specialist hospital services.
- ✓ Election of a chair and deputy chair to our Young Influencers group who are co-opted onto the Council of Governors.
- ✓ Continued support of Young Thinkers Gloucester who engage and train children and young people on a wide range of issues.
- ✓ Co-designing an approach to improve access to cervical screening in South Asian Women across the county.
- ✓ Leading the Enhance pilot project with Health Education England and community partners, focused on improving services for vulnerable and homeless patients attending ED.
- ✓ Increasing outreach to vulnerable people, including refugees, to improve access to services.
- ✓ Development of joint Gloucestershire guidance for public and patient engagement, including remuneration and reimbursement.
- ✓ Attending seldom heard groups across Gloucestershire, including Sahara Saheli women's group in West Cheltenham and the Forest of Dean Youth Association.
- ✓ Attendance at One Gloucestershire Community recruitment event which ran to improve access to jobs within the NHS and social care.
- ✓ Partnership working with Inclusion Gloucestershire and Healthwatch Gloucestershire to prioritise projects raised by their members, ensuring greater collaboration and focus on issues that matter to local people.

Executive Summary

Our approach to engagement and involvement is to ensure we put individuals and communities at the heart of what we do, building inclusively so that we are able to listen to a wide range of views and experiences. Over the last year this has meant there has been a clear impact in improving access to services, signposting, and building community relationships. It has also influenced how we operate, exploring barriers to services and co-designing simple approaches with local people.

The Trust is part of the One Gloucestershire Partnership, which is made up of other health, social care and Voluntary and Community Sector (VCS) organisations. Over the last year, One Gloucestershire co-designed its new 'Working with People and Communities' strategy and signed a ground-breaking Memorandum of Understanding with our VCS partners – cementing how we will all continue to work together for local people.

It's important to us that local people help us design, develop and improve services by sharing their views and experiences and that these voices reflect the communities we serve. We know that many people are often not heard and to ensure our services meet the needs of everyone, we work creatively and accessibly to reach those who are too often ignored or their views not sought.

The support of local people is crucial for the success of our work, and we are grateful for the valuable feedback, innovative ideas, and unique perspectives that help shape our services and the way in which we work.

Who we are and what we do

We are an NHS Foundation Trust of over 9,000 staff, providing care for the population of Gloucestershire and neighbouring counties.

The Trust provides acute hospital services from two large district general hospitals, Cheltenham General Hospital, and Gloucestershire Royal Hospital. We also provide Maternity Services at Stroud Maternity Hospital and a range of outpatient clinics and some surgery services from community hospitals throughout Gloucestershire.



Gloucestershire Royal Hospital



Cheltenham General Hospital



Stroud Maternity Hospital

Our visions and values

Our vision is to provide:

the Best Care for Everyone

This is our guiding principle and shapes the way we work in partnership with our communities.

We care about what we do and believe our work matters to local people. We pride ourselves on our compassionate culture, which is underpinned by our three core values:

care



We **care** for our patients and colleagues by showing respect and compassion

listen



We **listen** actively to better meet the needs of our patients and colleagues

excel



We are a learning organisation and we **strive to excel**. We expect our colleagues to be and do the very best they can

Our commitment to engagement and involvement

Why is engagement and involvement important?

Our colleagues, patients, and communities are at the heart of our ambition to deliver the best care for everyone. By actively listening to those who use and care about our services, we can better understand diverse health and care needs and respond accordingly.

We are committed to embedding engagement and involvement throughout our hospitals.

Our goal is to ensure that the voices of patients, carers, and colleagues are continually heard and that they shape decision-making. We strive to make our organisation a great place to work and receive care.

What are we doing?

What will we achieve together?

By working together, we can make better decisions which will enable us to:

Improve the quality of care and services;

Improve patient safety;

Improve colleague and patient experiences;

Shape services around what local communities tell us that matter most to them;

Attract, recruit and retain the best staff to the Trust;

Support and celebrate the diversity of our local community in promoting healthy living

An introduction to Gloucestershire

Gloucestershire is a county bursting with beauty, from enchanting hamlets and picturesque towns to stunning landscapes, ancient forests, two iconic rivers, and three Areas of Outstanding Natural Beauty.

The county has a rich and diverse history, with a mix of rural and urban communities, where over 100 languages are spoken. Gloucestershire Hospitals NHS Foundation Trust employs over 9,000 colleagues, representing more than 95 nationalities, bringing together a mix of cultures and experiences to the care that we deliver.

The Trust continues to work closely with partners and local communities to improve health and well-being and to ensure access to services. Like many parts of the country, Gloucestershire's local populations continues to change and faces a wide range of health challenges, many of which have been made worse by the cost-of-living crisis. Through our partnership approach, we continue to work with local people in shaping health services.




Key statistics on Gloucestershire


For more information on the health and wellbeing of Gloucestershire visit <https://www.gloucestershire.gov.uk/inform/>



645,076
people live in Gloucestershire including



142,868
children and young people aged 0-19



139,420
people aged 65+ years

← **9** →

Most deprived **Least deprived**

There is a 9 year difference in life expectancy between people in the most and the least deprived areas.

62,644
people are unpaid carers, many have their own long-standing illness or disability




14.8%

It is predicted that over the next 25 years, the number of people living in Gloucestershire will grow by 14.8%

Life expectancy is slightly higher than national average



Women:
83.9 years




Men:
80.2 years

1 in 10
Anxiety and depression affect 1 in 10 people at any one time



21,000 10%

people live in areas ranked amongst the most deprived 10% nationally, impacting on employment, education, and health.



37,656
people are living with Diabetes

Around **9,500** older residents are living with Dementia

National average **14.6%** ↑

Gloucestershire **8.4%** ↓


Percentage of the population from an ethnic minority background

1 in 10
children and young people are estimated to live in poverty




As of May 2022 **191,529** people in Gloucestershire have had COVID-19

1,331 people have sadly passed away since the pandemic began



As of May 2022 Almost **540,000** people in Gloucestershire have had at least one dose of the COVID vaccines



**Who do we
engage and
involve?**

Who do we engage and involve?

Our [Engagement and Involvement Strategy](#) outlines how we want to engage and involve people in shaping our plans to improve services and listen to what matters to our communities.

By continuing to build relationships and collaborative work with our partners we can coordinate services better, and plan care in a way that improves population health and reduces inequalities.

Examples of this collaborative work are:

- The Integrated Care System, which brings together NHS organisations, councils, Healthwatch, charities, and the voluntary, community & social enterprise (VCSE) sector (third sector).
- Co-designing the ICS 'Working with People and Communities' strategy
- Our input on the Memorandum of Understanding with VCS partners
- Establishment of ['Get Involved in Gloucestershire'](#) which enables people to share views, experiences, and ideas about local health and care services.

Our partnership with the Voluntary, Community and Social Enterprise Sector (VCSE) and Healthwatch helps provide vital insight and reach into groups with particular needs across our communities so that our services are accessible and responsive to all.

We remain committed to working in partnership to make it easier for people to share their experiences and enable a wide range of approaches to ensure we can listen to the voices of our vibrant and diverse communities.



Who we engage

The diagram details our stakeholders



Who do we engage and involve?

We are continually strengthening how we are able to engage and involve local people to ensure what matters to them is used to influence decision-making.

There are lots of ways people presently share their experiences and are actively involved and engaged in shaping local health services in Gloucestershire, including:

Elected and appointed Governors

Trust Membership

Get Involved in Gloucestershire

getinvolved.glos.nhs.uk/

Gloucestershire Voluntary and Community Sector Alliance

Young Influencers

www.gloshospitals.nhs.uk/about-us/support-our-trust/our-youth-group/

Online patient experience websites, including NHS Choices and Care Opinion

www.careopinion.org.uk/services/rte

NHS Friends and Family Test questions

www.gloshospitals.nhs.uk/contact-us/friends-and-family-test/

Patient Advice and Liaison Service

www.gloshospitals.nhs.uk/contact-us/patient-advice-and-support/

Directly with our complaints, concerns, and customer service team

Healthwatch Gloucestershire

www.healthwatchgloucestershire.co.uk

Engagement on social media

Patient Stories

Through engagement activities and events

Attendance at Trust Board and Annual Members Meeting

Participation in our Fit for the Future engagement

<https://getinvolved.glos.nhs.uk/fit-for-the-future-2>

We recognise that there is more we can do to increase opportunities for meaningful involvement and to ensure this reflects the diverse communities we serve. We continue to learn so we can be more innovative, and resourceful in how we engage people to improve experience for both patients and colleagues.

The impact of involvement and engagement over the last year.

The Trust is directly involved in a wide range of projects with local community and this work has been enhanced with the introduction of the Community Outreach Worker role. Outlined below are just some of the highlights from the last year and the full scope is available in our Engagement Tracker.

The impact of involvement and engagement over the last year

Voices of Our Community:

A Look Back at the Stories that Define Us

From Isolation to Empowerment:

A woman shared her story of health challenges and isolation due to COVID-19 at a Women's Well-Being Group attended by the Community Outreach Worker.

Her confidence was shattered as a result of kidney failure and a stroke. We connected her with the Reaching Out Team at Complex Care at Home, who provided support and referred her to a Muslim Transplant Support group.

With their help, she accessed further online support and regained her strength and spirit which served as a powerful mutual reminder of the importance of community support and the strength of the human spirit in times of crisis.



Community Outreach Worker:

Juwairiyia Motala

“

Powerful mutual reminder of the importance of community support and the strength of the human spirit in times of crisis

”

The impact of involvement and engagement over the last year

Voices of Our Community:

A Look Back at the Stories that Define Us

Breaking Barriers:

At the Gloucester Asylum Seekers Welcome Café, our Community Outreach Worker was approached by a young Russian patient with limited English and a letter for cervical screening. The patient was clearly overwhelmed and didn't understand the process, why (or how) to book an appointment. Her confusion and anxiety were evident.

Determined to help, our Outreach Worker used Google Translate to translate the letter and found a YouTube video by NHS England that was easy to understand. They took the time to explain the process to the patient, answering all of her questions and concerns.

Together, they navigated the appointment booking over the phone, ensuring that the patient had all the information they needed to attend the screening. The Outreach Worker even went above and beyond, booking a taxi to the Asylum Seekers hotel so that they could attend the appointment at the correct date and time.

This heart-warming story is a testament to the power of human connection and the importance of empathy and understanding in times of need.

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The impact of involvement and engagement over the last year

Voices of Our Community:

A Look Back at the Stories that Define Us

A Personal Touch: Supporting Patients Through Outreach and Compassion

At the Weekly Outdoor Christian Church in Gloucester, our Outreach Worker met a 78-year-old patient who was anxious about a hip replacement. They arranged for her to Facetime her loved ones weekly post-op and helped her choose books to keep her occupied during her hospital stay. The patient was overwhelmed with gratitude and reassurance, this story highlights the importance of connectivity whilst receiving healthcare

These successful case studies showcase the impact of community outreach efforts in the healthcare setting. Each story highlights the importance of building connections with patients, understanding their unique needs, and providing personalised support that goes beyond clinical care. Through their work, our community outreach worker was able to help patients overcome language and cultural barriers, ease anxieties and fears, and provide practical solutions to improve their quality of life.

“

*These stories demonstrate **the power of empathy, communication, and collaboration** in promoting positive health outcomes and building stronger, more resilient communities*

”

The impact of involvement and engagement over the last year

Fit for the Future Programme

Fit for the
Future



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

The Fit for the Future programme is aimed at improving specialist hospital services which is part of the ambition to establish centres of excellence.

The Fit for the Future 2 engagement covered six services:

- Benign Gynaecology
- Diabetes and Endocrinology
- Respiratory
- Non-Interventional Cardiology
- Stroke
- Frailty

Who did we speak to?

The Trust engaged with a wide range of stakeholders, including patients, their families, staff, and the community. It was essential to get feedback from those who would be directly impacted by the changes.

What and how did we ask?

The Trust used various methods to engage with the community, including Facebook Live videos, online surveys, and attending community events. The engagement was aimed at understanding people's initial thoughts on the proposed changes to specialist hospital services. The feedback gathered from these engagement methods were analysed by the Gloucestershire Integrated Care Board.

Fit for the Future Programme

Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Key facts

Approx. **3000**

Engagement booklets were distributed across the county, including at our two main hospitals

Over **50+** Engagement events, including the NHS information bus

Social media campaign, reaching over

110,000 people



6 x Facebook Live streams

with 9,800 views

Engagement with staff including question-and-answer drop-ins and regular newsletters

Telephone interviews were conducted with members of the public who wanted to share more insight about their personal experience of services

200+

Fit for the Future 2 surveys completed

Over 1,800 face-to-face conversations with members of the community and staff at engagement events

What did people tell us?

Overall, the feedback received from the public was positive, indicating that the proposed changes were a step in the right direction. However, some concerns were raised about travel times and the potential impact on staff. It was determined that these concerns could be addressed as part of the implementation of the proposed changes.


Find out more here:

To learn more about the Fit for the Future programme and the public engagement process.

Visit <https://getinvolved.glos.nhs.uk/fit-for-the-future-2>

The impact of involvement and engagement over the last year

Young Influencers

The logo for Young Influencers is a dark blue speech bubble with a white outline and a multi-colored gradient border (yellow, orange, pink, purple). The text 'Young Influencers' is written in white inside the bubble.

Young Influencers

Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

As a Trust, we recognise the importance of involving young people to ensure they have a voice in our decision-making.

We have rebranded our Youth Involvement Group to the Young Influencers to better reflect the culture of young people taking into account how they engage and influence. We have begun to develop better stakeholder relations, including having our chair and elected representatives regularly attend the Council of Governors. We are also working with our communications team for new Young Influencers branding and have engaged in joint development programmes with Birmingham Children's Hospital and NHS South West, allowing for collaboration and sharing of best practices.

Who did we speak to?

The Young Influencers Group is made up of young people between the ages of 14 and 25 who are interested in getting involved with the NHS Trust. This year, our focus has been on developing our community identity and building a bigger presence.

Young Influencers

What and how did we ask?

The Trust asked the Young Influencers Group how they would like to be involved with the Trust and how the Trust could support them in developing stronger connections as a group and with different communities. The Trust also sought input from the group on programmes of work, including the art mural questionnaire for the children and young person's unit and completion of the Healthwatch young persons' engagement survey.

What did we do?

We have developed regular in-person meetings, where the group get together, have monthly icebreakers and socialise. The group has been actively involved in shaping Trust plans for the future and exploring ways in which they could volunteer and give back. The group has also engaged in joint development programmes with Birmingham Children's Hospital and NHS South West, allowing for collaboration and sharing of best practices. We have hosted several career role model sessions, mental health awareness sessions, CPR training, communications, and marketing sessions.

What did people tell us?

Members of the Young Influencers Group have emphasised the importance of being involved in decision-making processes and having a voice in how the Trust is run.

They have also highlighted the importance of opportunities for young people to get involved and take part in meetings and discussions, particularly when decisions are being made about the future of services.

Find out more here:

www.gloshospitals.nhs.uk/about-us/support-our-trust/our-youth-group/

The impact of involvement and engagement over the last year

Young Thinkers Gloucester



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

We are proud to support Young Thinkers Gloucester (YTG), an established third-sector organisation, led by two local Doctors, providing free health education sessions for young people every Saturday in Barton and Tredworth.

The Trust has provided funding to the group through NHS Charities Together, helping to further promote healthy lifestyles and health equality.

This has included health information sessions, covering important topics such as diabetes, bowel cancer, CPR training, early intervention, and healthy lifestyles.

Who did we speak to?

The Trust has been in contact with the Young Thinkers Gloucester discussing ongoing support and collaboration and how to maximise positive impact in communities.

Young Thinkers Gloucester

What and how did we ask?

The Trust asked the Young Thinkers Gloucester team about their plans for this year's education sessions and how the Trust could help support their efforts in the community and provided the required funding to support these efforts.

What did we do?

The Trust provided funding to help Young Thinkers Gloucester continue their:

- Free study club at Friendship Cafe
- CPR and first aid & cardiac teaching event for all ages
- Diabetes awareness
- Bowel Cancer Screening – how young people can signpost relatives
- Careers Day at Al Ashraf primary school
- Healthy Ramadan and diabetes webinar

What did people tell us?

Young Thinkers Gloucester team expressed their gratitude for the Trust's continued support and funding, which has allowed them to continue their important work in educating young people on a wide range of topics. They also stressed the importance of community engagement and education, and the positive impact it can have on health outcomes.

Find out more here:

To learn more about Young Thinkers Gloucester and their education sessions, visit their website at:

<https://www.facebook.com/youngthinkersgloucester/>

The impact of involvement and engagement over the last year

Cervical Screening Uptake in South Asian Communities



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

The Trust wanted to work with local South Asian Communities to support the uptake of cervical screening. This was led by the Community Outreach Worker, who brought women from specific communities together and hosted discussion sessions to understand what matters most to them when responding to the invitation for screenings.

Who did we speak to?

The Trust worked very closely with groups and individuals from the South Asian Community, as well as health and care professionals who work closely with these communities. The discussion sessions were held in collaboration with community organisations, and aimed to listen to the experiences and barriers individuals faced in accessing cervical screening.

Cervical Screening Uptake in South Asian Communities

What and how did we ask?

During the discussion sessions, participants shared their knowledge of cervical cancer and the importance of screening. The sessions also explored the barriers that South Asian women face in accessing cervical screening, including cultural and language barriers. Participants were encouraged to share their personal experiences with screening and any concerns they may have.

What did we do?

The Trust worked with community organisations and religious experts to:

- Deliver culturally sensitive information and education about cervical screening
- Promote the importance of regular screening
- Address concerns and misconceptions

The feedback received from these sessions was used to inform a research application that was submitted to the National Institute of Health Research to address the barriers that South Asian women face in accessing cervical screening. The Trust is awaiting approval for the research project.

What did people tell us?

Participants expressed concerns about the lack of awareness and education about cervical screening in the South Asian community. Many cited cultural barriers, such as stigma and shame around discussing sexual health, as well as practical barriers and a lack of understanding about the screening process.

Participants also expressed a desire for more culturally sensitive education and information about cervical screening, as well as greater access to screening services in community settings.

Find out more here:

<https://www.nhs.uk/conditions/cervical-screening/>

The impact of involvement and engagement over the last year

Children's Centre Mural



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

To create a mural on a large wall (14mx5m) outside the Children's Centre entrance at Gloucestershire Royal Hospital to improve the aesthetics of this entrance, make this area of the hospital more child and young person friendly while also supporting wayfinding.

We wanted to engage to ensure that this large space is inviting, engaging and inclusive for our patients aged 0-18 years. We also wanted to ensure consideration was given to the needs of some of our young people being supported with their mental health so being therapeutic and calming in nature was essential.

Another element of engagement was to ensure that the theme for the mural was agreed by those using the services, both patients, parents/ carers and staff.

Children's Centre Mural



Who did we speak to?

We engaged with:

- Children and young people using the services
- Staff within the children's centre
- Parents and carers using the services
- Wider Gloucestershire Hospitals NHS Foundation Trust staff
- Wider public of Gloucestershire

We engaged widely due to the large scale and public facing nature of this project which has a risk of not meeting the needs of those people using our services and negatively impacting the reputation of the organisation if we didn't engage widely.

Children's Centre Mural

What and how did we ask?

The engagement started with staff within paediatrics with both paediatric staff representation involved in the brief to the artists, the interviews for the artist and the sign off of the commissioned artist. Further engagement took place with the artist, hospital teaching team and play specialists to enable a creative consultation to take place on the ward with patients, parents/ carers and staff. This took the form of both a questionnaire and group session.

Further engagement of the Arts Steering group, staff, children and young people took place with the production of six options. Once this had been through another iteration, a final much wider engagement piece took place using social media, hospital teaching staff to engage patients, paediatric staff and the wider hospital staff. This was to vote for one of three different designs.

This final element of engagement saw over 800 people participate and provide their views.

What did we aim to understand better or seek views on and what methods did we use (ie surveys, focus groups, virtual or social distanced engagement events, on-street outreach, social media, media, drop-in events, online Q&A etc)

What did people tell us?

People shared the following:

- Favourite colours
- Favourite animals
- Favourite places
- Favourite things
- 3 words that make them feel calm or happy
- Artwork type preferences
- Their own drawings of what the mural could look like using their choice of media

The feedback was then pulled into six different designs reflecting people's preferences.

What was the impact?

The feedback was incorporated into the initial designs. Further feedback was sought and more amendments made to the designs leaving three designs to choose from and for wider voting.

What are the next steps?

The final design will now be painted onto the external wall, we will evaluate the impact of this art work after installation to ensure objectives have been met.

The impact of involvement and engagement over the last year

Community Engagement for Opening New Hospital Facilities



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

The Trust have opened a number of new facilities at its hospitals, including the Gallery Ward and new Emergency Departments. To celebrate the opening, the Trust organised tours, press releases, social media promotions, and community engagement events.

Who did we speak to?

The Trust engaged with a wide range of stakeholders, including patients, their families, staff, and the general public. It was important to raise awareness and promote discussions among those who would be using the new facilities.

Community Engagement for Opening New Hospital Facilities



What did we do?

To celebrate the opening of the new facilities, the Trust organised tours of the Gallery Ward and the new Emergency Departments, and invited members of the public, staff, and stakeholders to attend. The Trust also issued press releases to local media outlets and promoted the new facilities on social media. Community engagement events were held to inform the public about the new facilities, including their features and services. The Trust also provided an opportunity for the public to ask questions and provide feedback.

What did people tell us?

Feedback from the communities was positive, with people appreciating the new facilities, their modern design, and the opportunity to view and learn about the facilities prior to them opening.



Find out more here:

www.gloshospitals.nhs.uk/your-visit/changes-to-our-hospitals/whats-changing-at-our-hospitals/

The impact of involvement and engagement over the last year

Enhance – improving care for vulnerable and homeless patients in ED



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

This year the Trust led a pilot project in collaboration with Health Education England to improve services for vulnerable and homeless patients attending Emergency Departments (EDs).

Who did we speak to?

The Enhance project is focused on improving services for vulnerable and homeless patients attending EDs. The project team engaged with various stakeholders, including vulnerable populations, healthcare professionals, and our award-winning homelessness specialist team.

What and how did we ask?

The project team used a co-production approach, working with the stakeholders to identify the challenges faced by vulnerable and homeless patients attending EDs. The team used a range of methods to gather feedback and input, including focus groups, and surveys.

Enhance – improving care for vulnerable and homeless patients in ED

What did we do?

The Enhance project team worked closely with the junior doctors to develop five pilot projects aimed at improving service delivery to homeless users. The pilot projects focused on addressing issues such as difficult conversations, communication styles, mental health support, and information referencing. The team also provided training to ED staff to enhance their awareness and understanding of the needs of vulnerable and homeless patients.

What did people tell us?

The stakeholders identified several challenges faced by vulnerable and homeless patients attending EDs, including difficulties accessing primary care, limited access to mental health support, and the need for social information.

They also highlighted the importance of providing holistic care to vulnerable and homeless patients and improving communication between ED staff and outreach teams.

Find out more here:

<https://peninsuladeanery.nhs.uk/about-us/enhance-sw-generalist-programme/>

The impact of involvement and engagement over the last year

Building links with seldom heard groups



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

Over the year, the Trust has engaged a range of hard-to-reach groups in the community. This includes attending meetings and events held by the Sahara Saheli women's group in West Cheltenham and the Forest of Dean Youth Association. The aim is to ensure that all members of the community have access to healthcare information and services.

Who did we speak to?

The Trust spoke to members of the Sahara Saheli women's group and the Forest of Dean Youth Association, two seldom heard groups in Gloucestershire. These groups are made up of individuals who may face barriers to accessing healthcare information and services due to factors such as language, cultural differences, and geographic location.

What and how did we ask?

The NHS Trust engaged with these groups by attending their meetings and events and speaking with members about their healthcare needs and concerns. The Trust also sought feedback on how it could better serve these communities, and what barriers existed in accessing healthcare information and services.

Building links with seldom heard groups

What did we do?

The NHS Trust has taken steps to address the needs and concerns of these seldom heard groups. This includes providing information in different languages, improving communication methods, and increasing outreach efforts to better serve these communities. The Trust has also worked to build trust and relationships with community leaders and members, in order to facilitate more effective engagement.



What did people tell us?

Members of the Sahara Saheli women's group and the Forest of Dean Youth Association expressed appreciation for the Trust's efforts to engage with their communities. They highlighted the importance of providing information and services in languages other than English and the need for more targeted outreach efforts to ensure that all members of the community are able to access healthcare information and services. Additionally, some members expressed concerns about the accessibility of healthcare services and information.

Find out more here:

To learn more about the NHS Trust's efforts to engage with hard-to-reach groups in Gloucestershire, visit their website at:

<https://www.gloshospitals.nhs.uk/about-us/support-our-trust/>

The impact of involvement and engagement over the last year

One Gloucestershire Community Recruitment Event



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

The One Gloucestershire Community recruitment event was aimed at encouraging local people to join the NHS and social care. The event was a success, with over 200 people offered roles on the day.

Who did we speak to?

The event was open to anyone who was interested in working in the NHS and social care sector, particularly those from the local community. A wide range of roles were available, including administrative, clinical, and managerial positions.

One Gloucestershire Community Recruitment Event

What and how did we ask?

The event was advertised through various channels, including social media, local newspapers, and community groups. Participants were asked to register online in advance to attend the event. On the day of the event, attendees had the opportunity to meet with NHS and social care representatives to discuss potential job opportunities.

What did we do?

The One Gloucestershire Community recruitment event provided a platform for local people to learn more about working in the NHS and social care sector. Attendees were able to speak with representatives from different departments and organisations to get a better understanding of the types of roles available and the qualifications required. In addition, representatives were on hand to answer questions and provide guidance on the application process.

What did people tell us?

The feedback from attendees was overwhelmingly positive, with many expressing their appreciation for the opportunity to speak with representatives from different organisations in one place. Attendees also appreciated the guidance and support provided on the application process. The event was seen as an excellent opportunity for those looking to start a career in the NHS and social care sector.

Find out more here:

To learn more about career opportunities in the NHS and social care sector, visit:

<https://www.gloshospitals.nhs.uk/work-for-us/join-us/>

The impact of involvement and engagement over the last year

Engaging with Trust Members



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

As a Trust, we understand the importance of engaging with our members and keeping them up to date with the latest news and events. We have continued to provide regular newsletters and invitations to our Annual Members to ensure they are informed and involved in our decision-making processes.

Who did we speak to?

We reached out to our 2,000 members of the Trust, including patients, staff, and members of the public who have expressed an interest in the work of the Trust. We wanted to ensure that they are kept informed of any developments and have the opportunity to provide feedback and suggestions.

Engaging with Trust Members

What and how did we ask?

We asked our members what topics they would like to see covered. We also asked for their opinions on the Annual Members Meeting and how we could improve the event to make it more engaging and informative.

What did we do?

We have continued to provide regular newsletters to our members, covering a range of topics such as new services, developments within the Trust, and patient stories. We have also made changes to the Annual Members Meeting, such as inviting guest speakers to talk about important healthcare issues and providing opportunities for members to ask questions and provide feedback.

What did people tell us?

Our members have appreciated the regular newsletters and have found them informative and engaging. They have also provided suggestions for future topics and such as more interactive sessions and workshops.

Find out more here:

<https://www.gloshospitals.nhs.uk/about-us/support-our-trust/join-our-foundation-trust/>

The impact of involvement and engagement over the last year

Apprenticeships & Careers Engagement



Over the last year we have worked with a range of communities and local partners across Gloucestershire to involve and engage people in local plans and service developments.

Brief description

The apprenticeships and careers engagement supports the Trust's objectives to increase the promotion of career opportunities and to build connections with young people, attract new talent and inspire our future workforce.

A dedicated Apprenticeships & Careers Engagement role was established and offers support in widening participation within our communities, with development opportunities for young people including work experience, Q&A sessions and taster sessions.

Who did we involve and why?

Over the last year we have actively engaged over 60 local schools, colleges and alternative providers to target students between the age of 12 – 18 and promote NHS apprenticeships and career opportunities across our local community.

Engaging with Trust Members

What and how did we ask?

The Apprenticeships Team provided a single point of contact for career leads, students, parents and other members of the community to discuss apprenticeships and career opportunities within the NHS.

- Focus Groups – involvement with attendance at Young Influencers Group - group of young people aged between 11 – 25 who interested in representing the local community to support in making our hospital services inclusive from young people’s perspectives and needs.
- Virtual Engagement Events – Career Awareness Q&A sessions to highlight Careers within our Trust and widen participation for our local community to speak with NHS professionals about their roles and how they could find out more about career pathways.
- Face to Face Engagement Events – Attendance at local career events in schools to inspire the future workforce via representation from Career Role Models within different professions.
- On Street Outreach – Use of NHS Information Bus during half term to engage with local communities that may not engage with us within a school setting.
- Social Media – regular content via Twitter and Instagram to promote apprenticeships and career opportunities within the Trust and NHS. Supported in originally setting up the Instagram to support our aims to promote to a targeted audience of 12 – 18 years old.

What did people tell us?

- The engagement has helped build knowledge and relationships between the NHS and local schools, promoting and recruiting students into apprenticeships future careers within NHS.
- Helped break down some barriers for young people applying for vacancies, providing support on how to apply, access to IT equipment and how to write and submit an application;
- Strengthening work experience opportunities across the ICB, moving toward a single process across the One Gloucestershire system;
- Improving knowledge and awareness about NHS career pathways and the different NHS employers in the local area.

Find out more here:

<https://www.gloshospitals.nhs.uk/work-for-us/apprenticeships/>

Other ways we involve and engage

Other ways we involve and engage

Over the last year, we have continued to strengthen and develop the range of ways we are able to engage and work with local people and colleagues. As an NHS organisation we also have a number of established approaches to ensure the voices of local communities are represented.

We have continued to build our joint working with NHS and voluntary partners across Gloucestershire. There is a clear benefit to local people in health and social care working together on engagement and involvement opportunities, helping us to have more meaningful conversations and ensuring our voluntary and community sectors have an active role.

Get Involved Gloucestershire

In 2021 NHS partners launched 'Get Involved in Gloucestershire' which is an online participation space for people to can share views, experiences, and ideas about local health and care services.

The new digital platform will be a central point for the NHS and local people to find out and directly get involved in shaping local services.

The experiences shared through the platform will help inform and influence the decisions local NHS organisations make.

Further information about Get Involved in Gloucestershire and free registration can be found here:

<https://getinvolved.glos.nhs.uk/>



Other ways we involve and engage

Community Outreach

In May 2022 we recruited our first Community Outreach Worker. This role works very closely with our partners at Gloucestershire Health and Care NHS Foundation Trust and Gloucester Young Thinkers to address Community Wellbeing, ensuring we are reaching out together. The role is funded by NHS Charities Together to help reduce health inequalities and engage with seldom heard communities.

During the first year of our Community Outreach work we engaged with 10,382 individuals including people in the community, NHS staff, volunteers, local community representatives, patients and children and young people.

The role continues to build and strengthen our connections with the voluntary and community sector, helping to understand and remove barriers regarding access to health services, promoting self-management of chronic diseases, and will focus on places where there are high levels of deprivation and health inequalities.

Governors

An important way local people can directly get involved with the Trust is through our Council of Governors. We have 22 public, staff and appointed governors who represent the views and interests of Trust members and the local community, to ensure it reflects the needs of local people.

Our governors ensure we listen to the views of patients and people who live locally, along with our staff and other interested parties. They hold us accountable and ensure we can make improvements to our services, and the information we provide.

The Council of Governors meet six times a year to provide feedback on developments and decisions at our hospitals. These meetings are open to the public, who are welcome to attend.

Further information about Governors can be found here:

www.gloshospitals.nhs.uk/about-us/governors

Other ways we involve and engage

Members

As a Trust, we are accountable to local people and we actively promote the benefits of becoming a member and how to stand for election as a governor.

Members include staff, patients and members of the community who either have a general interest in healthcare or are interested in a specific condition or specialty. Members are regularly invited to get actively involved with the Trust to develop services that will best suit the needs of local people.

For more information and to become a member visit:

www.gloshospitals.nhs.uk/about-us/support-our-trust/join-our-foundation-trust

Patient and colleague stories

Patient and colleague stories are regularly presented at the Trust Board meeting. These stories provide examples of the lived experience of patients and colleagues which highlights examples of excellence and areas for improvement.

www.gloshospitals.nhs.uk/about-us/our-board/board-papers/

Patient Experience

Patient experience matters to us. Our Trust's strategy has commitment to create a culture where patients are at the heart of everything we do and that patient-centred care is embedded across the Trust.

We know from international evidence that outstanding patient experience improves patient safety and clinical effectiveness and also improves the experience of NHS colleagues.

As a Trust we produce an Annual Patient Experience Report which focuses on all our patient experience initiatives, including Friends and Family, compliments, comments, complaints and projects that have happened across the organisation this year.

This can be read at:

www.gloshospitals.nhs.uk/about-us/reports-and-publications/reports/

Other ways we involve and engage

Our Annual Members Meeting

For the last two years our Annual Members Meeting has been held virtually and broadcast live, enabling colleagues and local people to join and ask questions (it has over 2,200 views).

During our Annual Members Meeting the Trust shares key highlights and achievements, and reflects on the impact of the pandemic as well as shares next steps and future developments planned for the year ahead. You can watch Annual Members Meeting:

<https://www.youtube.com/@GlosHospitalsNHS>

Healthwatch Gloucestershire

The Trust works closely with Healthwatch Gloucestershire (HWG) and they are actively involved in our work and plans, including attendance at the Trust Board, Partnership Involvement Network, and a number of service projects, including the Covid vaccination programme. More information about Healthwatch can be found here:

www.healthwatchgloucestershire.co.uk/

Maternity Voices Partnership

Gloucestershire Maternity Voices Partnership is made up of volunteers who represent the voice of women and families from all communities and cultures to inform improvements in local maternity care. The partnership is directly involved with the Trust's Maternity and Midwifery services and provides an important independent voice in shaping our services.

<https://getinvolved.glos.nhs.uk/gloucestershire-maternity-voices-partnership>



Other ways we involve and engage

Social Media

Social media has continued to evolve over recent years and, when used in the right way, can bring closer involvement and engagement with a wider range of people that traditional approaches could not achieve.

As a result of the pandemic, the Trust has adapted its engagement and involvement, with blended approaches, embracing face-to-face activity with blended social media solutions, with a far wider reach and scale of connection than ever before. This includes our Facebook Live events, live streaming Q&A sessions with staff, and listening to individuals' experiences of services.

We have several social media channels that anyone can follow and these are outlined below:



Twitter:

www.twitter.com/gloshospitals



Facebook:

<https://www.facebook.com/gloshospitalsNHS>



YouTube:

www.youtube.com/c/GlosHospitalsNHS



LinkedIn:

<https://www.linkedin.com/company/gloucestershire-hospitals-nhs-foundation-trust/>

**What will
we be doing
this year?**

What will we be doing this year?

Over the past year, we have made a concerted effort to engage with communities' face to face. We recognise the importance of building relationships and establishing trust with our local communities, and we believe that us having a presence in the community is an effective way to achieve this.

Despite the challenges posed by the pandemic, we were able to host several community events, such as the recruitment event and the opening of new hospital facilities and engage with seldom heard groups like the Sahara Saheli women's group and attending events in communities focused on prostate cancer, dementia and many more.

Moving forward, we plan to continue focusing on face-to-face engagement, recognising that it is an essential part of building strong and effective relationships with the people we serve.



What will we be doing this year?

We will explore new and creative ways to engage with our communities, and we will continue to prioritise their needs and perspectives in all our work:

Development of audio guides for key services across our hospitals, in partnership with the Sight Loss Council

Working with Healthwatch Gloucestershire, Sight Loss Council and staff to pilot new easy to read patient appointment letters

Introduce a new digital patient portal, improving access to appointments, health records and support Accessible Information Standards

Begin work with the Peoples Panel; an ICS panel of 1,000 local people to regularly give their views and insights that will influence our planning

Complete the co-design of an Engagement and Involvement Framework to support colleagues and local people and improve the quality of our work

Build on the successful engagement with schools and apprenticeship team to build relationships and open up NHS careers

Maintain our partnership with Youth Thinkers Gloucester, supporting some of the most deprived areas and engaging communities on health issues

Continue to improve how we use data and insights to identify trends, inform best practices, and identify opportunities for learning and improvement

We will continue to focus on health equity and work towards ensuring all communities have access to the right care, at the right time, in the right ways

If you want to find out more about the activities mentioned above, join the 'Get Involved in Gloucestershire'

<https://getinvolved.glos.nhs.uk/>

Summary

We take great pride in the work we do to engage and involve people and our communities

By engaging with communities, we are able to gain a better understanding of the unique needs, challenges, and barriers that exist. This informs the development of more effective and culturally appropriate health interventions and services and shapes how we work on key issues.

Our approach to community involvement has strengthened collaboration and partnership between health and care providers, voluntary community groups, and individuals, creating a more holistic and inclusive way of working.

Over the last year we have continued to make significant progress in a number of areas, including the recruitment of the Community Outreach Worker role, whose contribution has helped forge key relationships with many seldom heard groups.

Our Young Influencer group now has a direct role on the Council of Governors, and we successfully completed our Fit for the Future engagement programme.

We have also continued to develop our “Centres of Excellence” at Cheltenham General Hospital and Gloucestershire Royal Hospital and over the last year there has been a number of exciting building works completed, including the upgrade of the new Emergency Department, helping to improve access and service quality at both hospitals.

The ways in which we have engaged has continued to evolve. Innovation has been a hallmark of how we worked and adapted throughout the pandemic, including greater use of live streaming and digital tools. We’ve incorporated these innovations into our engagement activities, with a mix of virtual, digital, and community events to enhance our outreach and involvement.

Summary

Thank you all

Ultimately, our community engagement and involvement work is essential for creating health and care services that are patient-centred, equitable, and effective. By working together, we can improve health outcomes, reduce healthcare costs, and create healthier and more connected communities.

As we move forward, we remain committed to involving people in shaping health and care services. We want to strengthen our work and demonstrate the positive impact of engaging with communities and stakeholders. We will continue to work together to meet new challenges as the needs of our local population evolve.

We would like to thank all the individuals and organisations who have taken part in our involvement activities during the year. Our aim is to put people and communities' voices at the centre of health and care decision-making in Gloucestershire.

