

**North East Lincolnshire CCG**

Attachment 07

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| **Report to:** | NEL CCG Partnership Board |
| **Presented by:** | Philip Bond |
| **Date of Meeting:** | 11 September 2014 |
| **Subject:** | Proposals for the re-launch of the Accord membership scheme |
| **Status:** | OPEN  CLOSED |
| **Agenda Section:** | STRATEGY  COMMISSIONING OPERATIONAL ISSUES |

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| **OBJECT OF REPORT** | . |
| To inform the Board of proposals to re-launch the Accord membership scheme which is an integral part of the CCG’s Public Engagement Strategy | |

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| **STRATEGY** |  |
| Forms part of the CCG Public Engagement Strategy | |

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| **IMPLICATIONS** |  |
| As above | |

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| **RECOMMENDATIONS (R) AND ACTIONS (A) FOR AGREEMENT**  For information and comment | | |
|  |  | **Agreed?** |
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|  |  | **Yes/No** | **Comments** |
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|  | Does the document take account of and meet the requirements of the following: |  |  |
| i) | Mental Capacity Act | N/A |  |
| ii) | CCG Equality Impact Assessment | N/A |  |
| iii) | Human Rights Act 1998 | N/A |  |
| iv) | Health and Safety at Work Act 1974 | N/A |  |
| v) | Freedom of Information Act 2000 / Data Protection Act 1998 | N/A |  |
| iv) | Does the report have regard of the principles and values of the NHS Constitution?  [www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\_113613](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_113613) | Yes | Principle 4 - *The NHS will actively encourage feedback from the public, patients and staff, welcome it and use it to improve its services.’* |

**Proposal for the re-launch of Accord**

**Executive Summary**

**Introduction**: The Accord membership scheme was established in 2009 and is open to people who live in or are registered with a GP practice in North East Lincolnshire, staff and local groups and organisations. It is used to support the inclusion of patients, carers, public, communities of interest and geography, health and wellbeing boards, local authorities, other membership schemes and stakeholders in engagement activity across North East Lincolnshire.

The current membership is circa 2600. Accord members are given the flexibility to participate at a level that suits them from receiving information through to collaborative working in decision making.

**How Accord works:** The effectiveness of the scheme is enhanced by arobust database that enables the membership to be segmented across a wide spectrum of factors, including health and socio-economic status, local authority ward area as well as the usual age, gender, areas of interest,

A stakeholder list of local groups and organisations who are not members of Accord, including those that represent groups of those with protected characteristics under the Equality & Diversity Act, is maintained and utilised to identify other groups and organisations that may be interested in being involved in particular projects.

**CCG Governance**: As part of their establishment CCGs were required to “*make arrangements for the public to be engaged in governance arrangements by ensuring that the CCG Partnership Board includes at least two lay people*”. North East Lincolnshire CCG has strengthened this commitment through the development of the **Community Forum**. By joining Accord members have the opportunity to contribute to the CCG’s governance arrangements through positions as Community Contacts on Service Triangles, committees and working groups. These positions are appointed to through the Recruitment & Selection Process and only offered to Accord members.

The Community Forum is a distinct and separate entity to the Accord membership scheme. The Forum is part of the CCG’s governance arrangements whilst Accord contributes to the CCG’s Engagement Strategy.

Given the changes that have taken place it is now an opportune time to carry out a refresh of the membership scheme. This requires several strands of work to take the scheme forward into 2014 onwards to help meet the needs of the CCG and local people. These will include

* **Development of Accord Steering Group**: this Steering group will to provide the link between the wider membership of Accord and the CCG. Providing the leadership, direction and priorities to promote Accord in order to ensure a vivid and attractive membership scheme. The Steering group will influence Accord communications and consider feedback from members around their perceptions and experiences of being an Accord member.
* **Recruitment and development of the Accord Ambassadors:**  Ambassadors are Accord members who wish to become more involved in Accord by actively promotes the scheme at GP practices, community events and community networks to help recruit more members and maintain a high profile for Accord. Training for Ambassadors commences in October and the Steering Group will be appointed from this first cohort.
* **Membership Review**: to update members details, areas if interest and preferred method of engagement with a view to increasing the number of members engaging digitally. A new membership form was sent out in the summer ‘According to…’ newsletter; and as of August members can now join Accord or update their details and preferences online.
* **Members Survey**: In March a survey was sent to Accord members to identify their current perceptions of the level of involvement they have in the CCG’s decision making processes. Findings were shared with members at the **Annual members meeting** in June where participants had an opportunity to influence proposals to refresh the membership scheme.
* **Raising the profile of Accord:** Development of a planned publicity strategy with regular news items, stronger social media presence and good news stories. Including:-
  + Development of key promotional messages
  + Refresh of the quarterly Accord Newsletter “According to …” published August 2014
  + New look Accord Website launched June 2014
  + Refresh of publicity materials and promotional merchandise
  + Accord presence at community events (linked to the Accord Ambassador role)
* **Increasing membership**: Hold dedicated Accord recruitment events to target any gaps in membership in terms of representation for North East Lincolnshire. Reports on the make-up of the membership can be produced from the database and monitoring reports submitted to the Management Board and Communications & Engagement Steering Group to develop appropriate action plans, where required.
* **Engagement Plan:** Development of an engagement plan linked to the Commissioning Plan of the CCG identifying the engagement work required and opportunities for linking with partner organisations to enhance engagement activity to support service redesign/review.

**Monitoring and Annual Reporting Arrangements:** An Annual report on activities through Accord membership will be produced annually demonstrating the difference Accord members have made in influencing health and social care services. The report and comments/ recommendations will be circulated to Community Forum and CCG Partnership Board for assurance purposes.

**Conclusion:** The CCG’s mission of “Delivering to the people of North East Lincolnshire the best possible independent healthy living through joined up solutions” encompasses their desire to ensure effective communication and engagement with stakeholders and members of the public as a key priority.

The plans to re-launch and reinvigorate the Accord membership scheme are pivotal to the successful implementation of the CCG’s Public Engagement Strategy.

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