



# Talking, Listening and Working Together

Meeting the North East Lincolnshire Commitment

A Community Engagement Strategy



North East Lincolnshire  
Clinical Commissioning Group



**North East Lincolnshire Council (the council) and NHS North East Lincolnshire Clinical Commissioning Group work closely together to make best use of our shared resources to improve the health, care and life experiences of everyone living in North East Lincolnshire.**

We want to get better at how we talk, listen and work together with our communities and:

- talk to the public as early as possible so we can all work together to develop solutions;
- make sure everything we do is informed by what local people share with us about their experiences, concerns and aspirations;
- be confident that none of our communities are left out of the conversation

We have adopted the 'North East Lincolnshire Commitment' (on the right) and this strategy sets out how the council and the CCG will work to meet this.

This strategy has also been drawn up by community members, and representatives from the Voluntary, Community and Social Enterprise (VCSE) sector working as equal partners with the CCG and council.

Here we've set out the steps we will take to understand things better from the different points of view of local people and work together to develop the best solutions so we can all live well in North East Lincolnshire.

This strategy is a first step towards a clear and more consistently applied approach to developing an 'on the ground' understanding of North East Lincolnshire and its communities. This will build mutual trust and sincere relationships to help us make the right decisions and support community-led change.

# The North East Lincolnshire Commitment

## Talking

### We will be clear and honest about

- how you can get involved
- what we are doing with what you've told us

## Listening

### We will

- hear your voice and what you have to say
- use what you tell us to bring about change
- be open to be challenged on the way we do things

## Working Together

### We will

- encourage all of our communities to take part
- come to the places where you are
- work together with you and others to make the best use of time and money



*Created by community members and representatives from the Voluntary, Community and Social Enterprise (VCSE) sector working as equal partners with the CCG and council, and agreed as the way to do things in North East Lincolnshire*

## Making Every Conversation Count







## Talking

When we are talking to you, we will be clear and honest about how you can get involved, and what we are going to do with what you have told us.

We think it is important to let you know from the start why we want to talk to you and how you can get involved, to give you more opportunity to get involved; and we will have better services and outcomes as a result. We intend to do this by talking to people as early as possible so that we can all work together to develop solutions to best meet the needs and aspirations of the population of North East Lincolnshire.

These are some of the ways we can do this:  
Promoting involvement – we use a range of communications to inform people about how they can have their say. This includes social media – Facebook, Twitter, Instagram - and dedicated sections of our websites - <https://www.northeastlincolnshireccg.nhs.uk/get-involved/> and <https://www.nelincs.gov.uk/have-your-say/>

**NELC consultation mailing list** – people who want to be kept informed about council consultations can subscribe to the mailing list and will receive email notifications on consultation based activity in North East Lincolnshire <https://consultation.questionpro.eu/>

**Accord** - a community membership scheme giving people a say on health, care and wellbeing plans. Through this scheme local people tell us what things they are interested in talking to us about and how they want to do so. The scheme is led by a Steering Group of volunteers who work with the

CCG to make sure Accord counts. <https://nelccg-accord.co.uk/>

**‘You Said, We Did’ updates** - published on the council and CCG websites show how the feedback we receive from people, (including experiences, ideas and opinions), has influenced decision-making locally.

**Public events** - where we bring communities together to talk about priorities and plans and how we have taken forward previous feedback from the public. We make sure events are interactive and held at different times throughout the day, giving more people the opportunity to attend. We publish the contents and outcomes from these sessions in a feedback report afterwards. <https://www.northeastlincolnshireccg.nhs.uk/get-involved/way-forward-events/>

**Stakeholder Lists** – we maintain contact lists of local stakeholders, groups and organisations, including those representing groups with protected characteristics under the Equality Act 2010. We update these groups on what is happening and regularly review and update these lists to support engagement with wider audiences.

**Accessible information** – our communication and engagement materials should be accessible and where appropriate provide information in other formats such as paper copies, audio, other languages and Easy Read. <https://www.northeastlincolnshireccg.nhs.uk/about-us/making-our-information-accessible/>







## Listening

We want to listen to what you have to say – we really want to hear your voice and understand your priorities. We will use what you say to bring about change and we want you to tell us when we don't get it quite right. We want to make sure everything we do is informed by what you and other people tell us, in order to understand your concerns and aspirations fully. Understanding more about local values, the barriers people often encounter and the experiences of people living in different communities improves the way people and organisations communicate, giving a stronger voice to all in how things are organised.

This means working with the right communities, people and organisations at the right time on each particular issue. Working like this enables us to understand and explore different views and build successful, targeted solutions to influence positive change both in communities and within organisations.

How we do this:

**Feedback** – We encourage feedback (compliments, complaints, comments) about the way we do things via the council's online feedback form or CCG Patient Advisory and Liaison Service (PALS). We respond openly, appropriately and with the intention of learning from what we have been told. [Or you can get in touch with the team](#)

**Surveys** - Not everyone can come to meetings or can come to talk to us in person – online and paper surveys are another way for us to understand people's views. Alternative formats are available. We can also arrange for people to complete a survey by post, over the telephone, by meeting with us in person.

**Workshops and Focus Groups** - where we invite people to speak to us about their experiences and give their views to inform specific service developments.

**Outreach** – we take the conversation to venues such as markets, libraries, colleges, community centres, special interest groups and in the streets. By listening to local people and the Voluntary, Community and Social Enterprise (VCSE) groups we can agree the best places for us to go and the best ways to listen to different communities.

**Diverse groups** - We are developing links with groups of people who share a “protected characteristic” as defined by the Equality Act 2010 to understand their experiences and needs better and the impact on them of our proposals and plans. There are nine protected characteristics, which are Age, Disability, Gender Reassignment, Marriage & Civil partnerships, Pregnancy & Maternity, Race, Religion & Belief, Sex, and Sexual Orientation. In North East Lincolnshire we also consider unpaid carers and social deprivation as characteristics.

**Overcoming barriers to participation** – We always try to ensure that whenever we carry out any engagement activity in the community, we choose accessible venues that local people use and engage in ways that people are comfortable with. The Equality Act 2010 places a duty on public bodies to ensure people can afford to take part. [Our Volunteer Expenses Reimbursement Policy sets out how we do this](#)





# Working Together

When we work together to develop solutions, we want to be confident that none of our diverse communities in North East Lincolnshire are left out of the conversation. We intend to do this by coming to the places people already use and working to develop links with our lesser heard groups. We also want to work together to make the best use of everyone's time and money. We will challenge ourselves and explore all opportunities to discover what is possible.

We will work together with our communities in a variety of ways including:

**Community development** – harnesses the power in communities to recognise their strengths to lead and initiate change. We will build relationships to better understand our communities and help improve communication about local projects. Working with those who act on what they care about and bringing together individuals in the community with similar priorities to help them engage others. We will work with communities and partners to explore how best to use all resources for social, environmental and economic benefit for that community; stepping back when the time is right.

**Co-production** – Brings people and organisations together, from the start, to work in equal partnership on solutions by sharing their knowledge, skills and experience. For example - with a focus on Special Educational Needs and Disability (SEND) services - children, adults, staff from different agencies and members of the voluntary sector came together to design their own recipe for 'making things better together'. Solutions designed and delivered with local people and partners are more effective and better value.

**People's Panels** - Members are recruited from the community to take part in the procurement of a commissioned service. Panel members review tender documents, develop questions and interview potential providers and their views directly inform the contract award decision. Panel members are fully supported to take part, and this may include providing some training and development and ensuring the process is accessible and inclusive.

**Community Equality Impact Assessment Panel** – Brings together community members from all walks of life who help us understand the impact of our plans and policies on groups with protected characteristic and give their views to make sure we take into account people's needs when we design our services and commission our providers.

**Community Forum** – The forum is made up of volunteers from the local community called community leads; they work alongside clinical and managerial staff from the CCG. Community Leads feedback concerns and compliments from the local community and challenge where appropriate to influence and inform decision-making. There are dedicated leads supporting a wide range of service areas, committees and working groups. <https://www.northeastlincolnshireccg.nhs.uk/who-we-are/community-forum/>

**Voluntary, Community and Social Enterprise (VCSE) Forum** – We link directly with representatives from the VCSE sector to share information and explore opportunities for cross-sector partnership working. The Forum aims to create greater opportunities for collaboration between VCSE organisations and our public and private sector partners for the benefit of the local communities that we serve.





# How will we know that this commitment is working?

We will turn this strategy into action to make a positive difference, by making sure that:

- engagement is at the heart of projects, programmes, plans and strategies and is referenced in all documents
- our staff are supported to do this effectively
- the people affected by an issue are involved in the solution from the earliest stage
- everyone working towards that solution has shared responsibility for ensuring the people to whom it matters are involved
- engagement is ongoing and doesn't end when a service is launched
- we develop relationships with community groups and partners that makes things happen
- we create opportunities to listen to seldom-heard groups
- we challenge ourselves to work differently

## Putting it into practice - how we will measure our progress

- Evidence in project plans that we have spoken to people early
- Number of project groups that include representation from communities
- You Said – We Did updates for all engagement activity to be published within 6 months of the close of the engagement/consultation and where this is not possible to publish a progress update at timely intervals
- People we engage feel they are positively involved in plans and solutions
- People we engage feel that they have been listened to
- Member of groups we engage with feel that their involvement has been worthwhile
- Increase in the number of procurement processes that incorporate a People's Panel
- Talking, Listening and Working Together commitment included in service specifications/service delivery plans and part of contract/performance monitoring as part of our social value expectations
- CCG maintaining Green Star (Outstanding) rating for Patient and Public Involvement in the NHS Integrated Assessment Framework (IAF)
- Evidence of assurance from Community Forum in meeting minutes and reports around community involvement in plans and decisions
- Increased number of communities creating their own change
- Evidence that services designed in keeping with this commitment meet people's needs





