

**WEST LEICESTERSHIRE CLINICAL COMMISSIONING GROUP  
BOARD MEETING**

**8 August 2017**

<b>Title of the report:</b>	360 Degree Stakeholder Survey – our member practices
<b>Section:</b>	Performance
<b>Report by:</b>	Ian Potter, Deputy Chief Operating Officer and Sue Venables, Communications, Engagement and Involvement Manager
<b>Presented by:</b>	Dr Nil Sanganee, Locality Lead, North West Leicestershire

<b>Report supports the following West Leicestershire CCG's goal(s):</b>			
Improve health outcomes	√	Improve the quality of health-care services	√
Use our resources wisely		√	

<b>Equality Act 2010 – positive general duties:</b>
1. The CCG is committed to fulfil its obligations under the Equality Act 2010, and to ensure services commissioned by the CCG are non-discriminatory on the grounds of any protected characteristics.
2. The CCG will work with providers, service users and communities of interest to ensure any issues relating to equality of service within this report are identified and addressed.

<b>Additional Paper details:</b>	
Please state relevant Constitution provision	5.2.1 (d)
Please state relevant Scheme of Reservation and Delegation provision (SORD)	n/a
Please state relevant Financial Scheme of Delegation provision	n/a
Please state reason why this paper is being presented to the WLCCG Board	Receiving an update
Discussed by	Governing Body and Corporate Management Team
Alignment with other strategies	Operational Plan 2017/18 and 2018/19
Environmental Implications	None
Has this paper been discussed with members of the public and other stakeholders? If so, please provide	Patient groups and stakeholder invited to participate in the 360 Degree Stakeholder Survey

**EXECUTIVE SUMMARY:**

1. Emerging ideas from the 360 Degree Stakeholder Survey were discussed with audience of GP practice representatives at a Good Practice event on 14 June. Through practice involvement we have developed the ideas into a set of themes, which after agreement by the Governing Board can be implemented.
2. Although many of the key actions are already being taken forward particularly the enhancements of the GP newsletter and introduction of a GP member practice intranet.

**RECOMMENDATION:**

The West Leicestershire Clinical Commissioning Group is requested to:

**AGREE** the implementation of the emerging actions relating to the 360 degree stakeholder survey

# WEST LEICESTERSHIRE CLINICAL COMMISSIONING GROUP

## BOARD MEETING

8 August 2017 To receive

### 360 Degree Stakeholder Survey – our member practices

#### 1. INTRODUCTION

- 1.1 Each year the CCG participates in the national 360 degree stakeholder survey, which allows stakeholders to provide feedback on their working relationship with us.
- 1.2 The findings of the 2017 360 degree stakeholder survey were discussed by Governing Board in April 2017. Further analysis and evaluation was requested relating to feedback provided by GP member practices. This work was undertaken and presented to a meeting of the Transforming Services Forum (TSF) on 16 May 2017 for detailed discussion.
- 1.3 At TSF the Governing Board discussed six key ideas that would contribute to making the required improvements and solve concerns. These ideas were discussed with an audience of GP practice representatives at a Good Practice event on 14 June 2017. The six ideas are contained in Appendix 1.
- 1.4 Approximately 75 practice representatives contributed to the discussion lead by Dr Nil Sanganee, Locality Lead, North West Leicestershire and Ruth Waddington, Head of General Practice Contracts and Quality. The feedback from the original 360 Degree Stakeholder survey resonated with people and the session yielded more insights from a range of practice staff. From the analysis of the insights nine key strategic themes emerge.

#### 2. Key Strategic themes

- 2.1 The nine strategic themes are outlined below. Two of the original ideas – tailoring the AGM and conference agenda for GPs and practices and encouraging use of social media didn't emerge as particularly important to people, although marketing more intensively the AGM and conference would be beneficial.
- 2.2 Three new additional themes came out of discussion on 14 June as important to people and are included below. All the remaining ideas (see appendix 1) were enhanced by people on 14 June to reflect a relevance to them.
  - Focus the content of the GP newsletter to appeal to all practice staff e.g. GPs, practice managers, nurses, as well as including articles about what is happening within practices and localities (using links to online documents held on the intranet).
  - Demonstrate more clearly in all communications (meetings, newsletter, learning time events, intranet) consistent corporate messages including what is being done in relation to quality of care within our providers, finance and planning and also explain how and why specific decisions are made. Also ensure that through Federated Localities meetings that people are able to contribute and feedback on these key areas to ensure communications is two-way.
  - Feed-back using all communications channels how practice staff have influenced decisions.
  - Ensure through all communications that collaboration is celebrated and good practice is shared. Also recognise the individual roles in general practice e.g. role of practice nurses, role of receptionists

- Ensure greater Board Member visibility in practice through a buddying system – one clinical lead buddied with a set number of practices and lay member working with CMT member buddied with set number of practices.
- Market more intensively the AGM/Conference to all staff in practice highlighting importance of agenda for primary care.
- Through all relationships and points of engagement ensure that people are clear on the specific role of the CCG, the federations, the localities and general practice.
- Maximise the contacts we have with practice staff through existing meetings including practice appraisals, practice managers meetings and learning events to communicate the information outlined in the above themes.
- Enhance the communications between CCG teams and GP member practices by teams implementing direct engagement e.g. inductions, to improve the working relationship and provide a better understanding of the work of individuals and CCG teams among practice staff

### 3. **CONCLUSION**

- 3.1 The themes emerging after the Good Practice event have been developed with the support of staff from GP members practices.
- 3.2 Many of the emerging actions are already being taken forward, particularly around enhancements to the newsletter and introduction of a practice intranet.
- 3.3 With the approval of the Governing Board, work will be undertaken to cascade the themes through the CCG to ensure that all staff are aware and can work individually and collectively to develop actions that address the themes. We will also work with Board members to increase visibility in general practice in line with the themes.
- 3.4 We will take a 'temperature check' with member practice in October to assess the impact of the actions we are implementing. We will do this through an online poll. The outcome of the poll will be fed back to Governing Board in November by Dr Nil Sanganee, who is leading this work. At this point we can decide if any modifications are required to enhance further the working relationship with our member practices.

### **RECOMMENDATION:**

The West Leicestershire Clinical Commissioning Group is requested to:

**AGREE** the implementation of the emerging actions supporting by practices, relating to the 360 degree stakeholder survey

## Appendix 1

### **ORIGINAL IDEAS FOR SOLVING CONCERNS DISCUSSED AT GOOD PRACTICE EVENT ON 14 June 2017**

The six ideas for further discussion with GP member practices are:

- To focus the GP newsletter on GPs and what is happening at practices (using links to online documents held on the intranet)
- To demonstrate what is being done in relation to quality of care within our providers
- To ensure greater Board Member visibility at practices through suggested routes including a buddying system – one board member buddied with a set number of practices
- To tailor AGM/Conference agenda enabling it to be more member-focused and to include items important to GPs and practices; the aim being to attract a higher attendance of GPs and practice staff
- To encourage the use of Twitter and/or other social media challenges to promote quicker exchanges of information
- To ensure that member practices through the Federated Locality meetings are able to contribute and receive feedback on key areas such as finance, planning and quality