



Improving lives **together**

Norfolk and Waveney Integrated Care System

Working with People and Communities in Norfolk and Waveney

Working with older people and hearing their voice

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Guidance for working with People and Communities

Original ICS guidance asked local systems to agree on ways to ‘**listen consistently**’ and ‘**act collectively**’ regarding the experience and aspirations of local people and communities

High level vision of Norfolk and Waveney’s approach submitted to NHS England May 2022.

Positive feedback from NHS England and highlighted as regional exemplar – **Inclusion health groups** and **Community Voices pilot**

High level patient and public engagement 6 June – 18 July – **Feedback** available

Our **latest version of our People and Communities Approach** reflects on feedback and ongoing changes across our ICS.

Our aspiration using a spectrum of opportunities across the system:

“People and communities tell their story of lived experience once and it’s heard by everyone”



All feedback has value

Where are we now?

We are on a journey, but have long way to go...

Focusing strategic resource on:

- **Insight Bank** - developed alongside [Norfolk and Waveney Community Voices](#)
- [People and Communities Hub](#)
- **Weekly ICS Stakeholder Update** and [quarterly engagement report](#) for the whole ICS
- **Recruiting Lived Experience Representatives** to sit on our Patients and Communities Committee – bringing an additional and vital, real life input into local decision making. We will be sharing details of these representative roles and the application process shortly.
- Our Patients and Communities Committee acts as a **focal point for all people and communities and inequalities work, providing assurance to the Board and applying the 'so what?' principle.**
- Offering strategic support to patient voice in primary care (PPGs) in partnership with Healthwatch Norfolk.
- Strategic offer around communications and engagement to place and Health and Wellbeing Partnerships.

The screenshot displays the website for the Norfolk and Waveney Integrated Care System. At the top, there is a navigation menu with links for 'ABOUT US', 'OUR WORK', 'GET INVOLVED', 'PUBLICATIONS', 'HEALTH & CARE CAREERS', 'MEDIA HUB', and 'CONTACT'. Below the menu, a banner reads 'Working with people & communities'. A large image features a call to action: 'Get involved and have your say' with the text 'Our population can get involved in shaping the work we do across the system.' and a 'Learn more' button. Below this, there is a section titled 'Live Projects' with two featured items: 'My Norfolk, My Voice' and 'Could you be a Patient Safety Partner supporting the people of Norfolk and Waveney?'. At the bottom, three boxes highlight 'You said, we did', 'Working with you', and 'Have your say', each with a 'Learn more' or 'Get involved' button. The footer contains links for 'TERMS & CONDITIONS', 'PRIVACY POLICY', 'COOKIE POLICY', 'ACCESSIBILITY', and 'SITEMAP', along with social media icons for Facebook, Twitter, LinkedIn, YouTube, Instagram, and TikTok.

New VCSE Partnering Lead

- Norfolk and Waveney has an active VCSE Assembly, bringing the power, leadership and huge wealth of knowledge from across the sector, together.
- To further consolidate the work we have achieved together through the Norfolk and Waveney VCSE Assembly and our wider VCSE partnering programme, a new dedicated VCSE Partnering Lead has been recruited.
- The role will drive forward a sustainable approach to VCSE partnering, ensuring that the Norfolk and Waveney ICS further builds on the progress made to date, enabling the ICS to harness the expertise and unique abilities of our VCSE to improve the health and social outcomes of some of our most vulnerable communities and residents.
- This vital role will work alongside ICS colleagues to embed the required cultural and structural changes in how we engage, commission and value the VCSE sector to enable our partnering to be more effective, meaningful and equitable.

Co-production

Being absolutely clear on what co-production is and isn't!

The term co-production is generally used to mean an **end-to-end process** where people with **lived experience** work with those who **design services** and projects in an **equal partnership, sharing power** and often involving a **significant commitment** and where involvement **fees** or other forms of **reciprocity** are offered alongside expenses.

The term co-production is very often used interchangeably with a wide range of engagement and involvement opportunities that can vary in quality.

What next?

We're developing shared co-production principles across the system.

We're developing a co-production hub within our people and communities hub to share examples of good practices, links to information etc.

As an organisation, we're a member of the Making it Real (MiR) Board for Norfolk and Waveney

We're working on a payments policy, including a co-production threshold – to align with partner organisations across the system.

Developing a system wide Board level co-production senior level session to embed agreed understanding of co-production and ensure appropriate resource is allocated.




Working closely with older people

- Norfolk Older People's Partnership is an active member of the Norfolk and Waveney Communications and Engagement Group – this brings system communications and engagement leads together to focus on shared campaigns, engagement projects and programmes.
- We have an active leadership role in supporting our local Patient Participation Groups across Norfolk and Waveney – made up of people from all walks of life, including older people.
- Our 'place' based arrangements are still forming and NHS Norfolk and Waveney ICB will shortly be entering a phase of organisation change to review its current function and form following change from a CCG to an ICB on 1 July 2022.
- Leading up to, during and after this organisation change programme, NHS Norfolk and Waveney will continue to encourage, at place, older people's representation. Our existing Integration and Partnership's functions have a core role in helping to facilitate this at place.



Norfolk and Waveney Older People's Board

- The January 2023 Board in Public of the Integrated Care Board supported a high-level focus on Older People.
 - This commitment in principle also features in the developing Joint Forward Plan for Norfolk and Waveney. Eight Ambitions for transformation and improvement have been identified and Older People is one of those.
 - The development of this Programme Board and scope of its work will be described in the JFP, which is a public facing document due to be published on 30 June 2023.
 - We have engaged extensively with people across Norfolk and Waveney, including sharing the engagement exercise with forums such as Norfolk Older People's Partnership.
 - The planning of this Board is at a very early stage, but rest assured, the thoughts, views and voice from the Norfolk Older People's Partnership will certainly be included.
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Norfolk and Waveney Older People's Board

- There are already services at all levels within and across all our partners in the ICS. Primary care (GP Practices), ambulance service, mental health and dementia services, social services, District Councils, H&WB Partnerships and Place, voluntary and charitable sectors, acute hospitals, community services and the critical role provided by carers.
- Every part of our System and every partner is involved with our older population, so the Board and approach will formalise the strategic intent make the best use of our existing services through better co-ordination and 'wrapping services around the person', improving and redesigning these services where required.



Thanks for listening...

Any questions?

