



**Joanne Ryder, Head of Engagement and Experience
Leicester City CCG**

**Communicating Effectively with Patients and Families:
The Health in your Hands Voluntary and Community Sector
Event Funding**



@NHSLeicester

Leicester



Leicester City Clinical Commissioning Group

- **NHS Leicester City Clinical Commissioning Group (CCG) was legally established in April 2013 as part of the Government's reforms of the NHS. In 2018/19 we were entrusted with a budget of £531m with which to plan and buy many health services needed by people living and working in the city of Leicester.**
- **The services we are responsible for include hospital treatment, rehabilitation services, urgent and emergency care, community health services, mental health and learning disability services. We do not provide these services ourselves. We pay organisations to deliver them for patients on our behalf.**
- **In April 2015 we also took on responsibility for the core activities of our 56 GP practices.**
- **Our role is also to help people to live long and healthy lives and prevent them from needing such services in the first place.**
- **Based in the centre of Leicester, the CCG employs approximately 90 staff.**

The Health in your Hands Voluntary and Community Sector Event Funding

- **In March 2019 Leicester City CCG granted 17 local Voluntary and Community Sector (VCS) organisations a sum up to £2,500 to put on a health and wellbeing event (or series of events).**
- **The CCG offered VCS organisations a one-off opportunity to host their own public events with the aim of promoting their services to targeted communities in a creative way.**
- **Throughout the project approximately 3,000 people from some of the most diverse and seldom heard communities engaged with the events. Groups reported an increase in service users and volunteers as a direct result of the events funded by this project.**
- **A large number of the winning organisations have been able to sustain their engagement activities introduced through the project with some attracting further funding from other sources.**

Background

- **Our Engagement and Patient Experience Strategy 2019 – 2021 highlights our vision that in the next three years we will have built a stronger on-going dialogue with our communities by reaching even the most diverse and hard to reach communities.**
- **Not only do we need to ensure the health services we buy meets their needs, but our role is also to help people to live long and healthy lives and prevent them from needing such services in the first place. We need to find new ways to help them to take greater responsibility for their own health and reduce the impact that factors such as smoking, drinking alcohol, poor diet and lack of exercise may have on future health.**



Background

- It is well known that voluntary and community services can make significant contributions to improving health outcomes. They can provide the important preventative services that keep people away from expensive hospital stays or frequent GP visits.
- The CCG allocated some non-recurrent funding towards a grant which would allow for our key health and wellbeing messages to be shared with a diversity of audiences and seldom heard communities; strengthening relationships and empowering individuals.



Robust application process

Bidders Application Form

Please complete the below application form and return to:

Joanne Ryder
Freepost RRUE-JRBR-RGGT
Leicester City Clinical Commissioning Group
St Johns House
30 East Street
Leicester
LE1 6NB

Alternatively, to submit this application electronically, please follow the below link:

<https://www.surveymonkey.co.uk/t/2JWL53Z>

If you would like to place more than one bid, please submit one application per project.

Please note all applications must be received by 10th March 2019. Any applications received after this point will not be considered.

Please tick to confirm you have read and understood the Information and Rules document.

Group details:

Please tick those applicable to your group:

- The group is constituted / has an agreed terms of reference
- The group has a recognised organisation that can act as banker
- The group is able to demonstrate compliance with the relevant statutory requirements, for example a Criminal Records Bureau (CRB) check for work with children, planning permission, insurance and building works where appropriate



Bidder Application Scoring Form

The Independent Evaluation Panel must use this form to record the details of each application and the scoring against each criteria

Application No.									
Assessor / Panel Member									
Scoring Criteria	<table border="1"><tr><td>0</td><td>Not met</td></tr><tr><td>1</td><td>Partly met</td></tr><tr><td>2</td><td>Mostly met</td></tr><tr><td>3</td><td>Fully met</td></tr></table>	0	Not met	1	Partly met	2	Mostly met	3	Fully met
0	Not met								
1	Partly met								
2	Mostly met								
3	Fully met								

Criteria	Comments	Score
A Creative and innovative event/s achieving good outcomes for identified community		
B Demonstrates value for money		
C Considers access requirements for protected groups. (E.g. language barriers, disability access, cultural considerations)		
Overall comments:		Total score (out of 9):

Robust application process

- **We received 48 applications.**
- **These were reviewed anonymously by an independent evaluation panel . The panel included lay members, service users and carers.**
- **They looked for the most creative ideas that encouraged members of the public to engage in the event, at a suitable and accessible time, date and venue as well as providing value for money.**
- **Through the scoring process, we were able to achieve a wide range of winning organisations, covering a variety of communities and groups, many of whom are often seldom heard or easily overlooked.**

- Winning bidders promoted their forthcoming events through their networks, and any public events were additionally promoted by the CCG.
- The winning organisations then attended a celebration morning where they presented how they had spent the funding to the CCG and shared the learning, outcomes and feedback.



Health and Wellbeing Event

Thursday 27th June 2019
2.00pm – 4.00pm

The Centre Project, 1 Alfred Place Leicester LE1 1EB

Free
Blood Pressure checks,
Diabetes checks
Cholesterol checks
Weight checks
Hair cuts

Also available
Karaoke
Refreshments

Get information to help you to look after your health

- ☐ Stop smoking
- ☐ Mental health
- ☐ Drugs and alcohol
- ☐ Counselling, and holistic therapies
- ☐ Social and support groups
- ☐ Sexual Health
- ☐ Health eating
- ☐ Care navigators

The Centre Project
Promoting Wellbeing

Supporting Health in Your Hands with NHS Leicester City CCG



My Health

4 Weeks Educational Programme

Wellbeing Tips Diabetes Awareness Ageing Dementia

Do you want to learn how to improve your health and wellbeing?
Thinking about working in health and social care?

FREE Programme
Sessions will be held at The BRIT Centre, Braustone Avenue, Leicester

- 1 June, 10am-2pm
- 8 June, 10am-2pm
- 15 June, 10am-2pm

Certificate of attendance
Register Today!

Funded and supported by

contact@projectpoliska.org.uk
07535440520



the CENTRE

LESBIAN GAY BI & TRANS

35 WILBINGTON STREET, LE1 6HH
Registered charity no. 1142067
SERVING LEICESTER, LEICESTERSHIRE AND BUTLAND

WELCOMES YOU TO OUR
SUMMER FAIR
7th JULY

11 am - 3pm

MINDFULNESS + MEDITATION + MUSIC + CRAFTING
DEMONSTRATIONS + MASSAGE + FACE PAINTING
FREE FOOD & DRINK
AND MUCH, MUCH MORE!

Supporting Health in Your Hands with NHS Leicester City CCG



LCiL

Empowering Disabled People

HEALTH AND WELLBEING EVENT

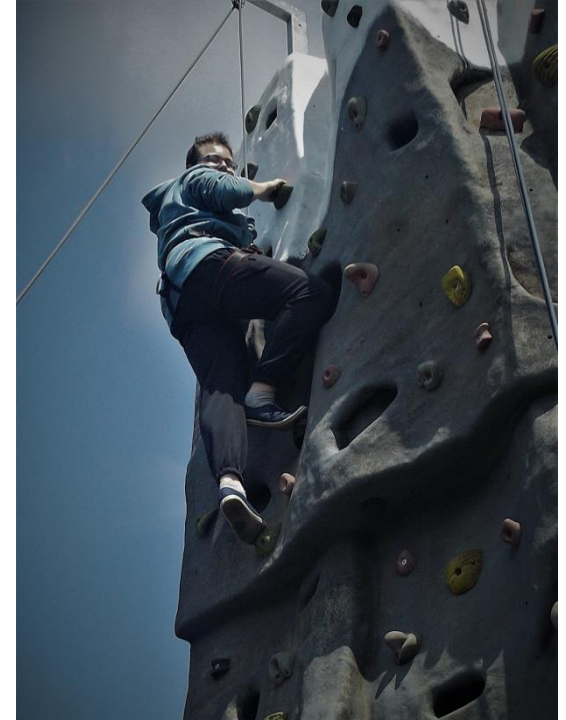
TAKE CARE OF YOURSELF

Friday 29 November 2019
10:30am - 2:30pm
West End Centre, Andrewes Street,
Leicester, LE3 5PA

Health in your hands

Outcomes and evaluation

- **Winning organisations attended a celebration morning where they presented to the CCG how they had spent the funds. Organisations shared the learning, outcomes and feedback from the projects.**
- **The 17 grants facilitated VCS organisations to engage with circa 3,000 people from a wide range of groups and communities. This project allowed for relationships to be built with previously unengaged groups and reached community members and service users that would not have been otherwise reachable by the CCG.**
- **The winning groups took innovative and creative approaches to their events using bespoke methods appropriate to their communities.**



Outcomes and evaluation

- **A large number of the 17 organisations have also been able to sustain activities introduced through the project with some attracting further funding from other sources.**
- **The celebration event connected other groups together, for example, a Bangladeshi women's group invited Gypsy Traveller women to attend their dance classes. All of the winners shared contact details to continue engaging, working together and sharing learnings with each other and with the CCG.**
- **Since the project has come to an end we have already seen many examples of how the project has continued to build on its success.**



Outcomes and evaluation

- **This project truly demonstrates how a small investment can have a big impact including;**
 - **enabled a vast amount of sustainable engagement through a variety of methods and forums**
 - **allowed for target populations to be reached and deliver messages effectively in a way that is tailored to each community**
 - **enlisted the support of volunteers and community goodwill to further build relationships and link communities**
 - **reported an increase in volunteers and service users as a result of the events funded by this project**



Outcomes and evaluation

- There are many reasons why this project was a success, but one key reason was that we gave the winning organisations free reign to develop their own creative ideas, with only a small set of broad criteria to align with our priorities.
- This meant that ideas came directly from people who understand how to engage their communities, and they put in practical steps to ensure their success.
- By sharing the outcomes with all that took part, we have opened many doors to further engagement opportunities which are already being pursued by the CCG.
- Many of the communities are also engaging across organisations, and a number of activities which were introduced through this funding are continuing, such as health education, yoga and wellbeing workshops.



Priorities addressed:

- Mental health
- Learning disabilities
- Maternity
- Prevention and self care
- Patient involvement



Events continuing with additionally secured funding:

- Leicestershire GATE: Women's Wellness Project
- The Emerald Centre: Friendship Group
- Shree Prajapati Association Leicester: Keep Fit and Yoga
- The Bridge – Homeless to Hope: Themed Health Awareness Days

5

4



3000
people
engaged

17+

Communities Engaged:

- Gypsy, Traveller, Roma
- Women
- Pregnant women
- Homeless
- Refugees
- Socially isolated
- Learning disabilities
- Mental health
- Elderly
- Irish
- Long term unemployed
- Polish
- Children
- Local families and communities
- LGBT+
- BAME groups (incl. Bangladeshi, Somali, Afro-Caribbean, Gujarati, Sikh)

“Great conversations”

“Best event we’ve ever had”

“91% satisfied”

“This has been a fabulous success”

“93% learnt at least one thing to improve their quality of life”

Key learning

- Offer tiered funding levels.
- Share how the events will be evaluated as part of the information pack.
- Ask for considerations in the application process of how the project could be made sustainable.
- Use an all-independent evaluation panel and include service users and carers so that the assessments are impartial.
- Offer a celebration event at the end of the project or a thank you to show your appreciation and celebrate successes/share learning.
- Plan further activity as an outcome of the project.



Thank you for listening