

Title of meeting: Governing Body Meeting								
Date of Meeting	3 March 2015	Paper Number						
Title	Report on Communications and Engagement							
Sponsoring Director (name and job title)	Matthew Tait, Chief Officer							
Sponsoring Clinical / Lay Lead (name and job title)	Mike Connolly							
Author(s)	Ally Green and Mike Connolly							
Purpose	For information							
The Governing Body is required to (please tick)								
Approve	<input type="checkbox"/>	Receive	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Discuss	<input checked="" type="checkbox"/>	Note	<input checked="" type="checkbox"/>
Risk and Assurance <i>(outline the key risks / where to find mitigation plan in the attached paper and any assurances obtained)</i>				N/A				
Legal implications/regulatory requirements				Duty to Consult				
Public Sector Equality Duty				N/A				
Links to the NHS Constitution (relevant patient/staff rights)				N/A				
Strategic Fit				N/A				
Commercial and Financial Implications <i>(Identify how the proposal impacts on existing contract arrangements and have these been incorporated?)</i> <i>Include date Deputy CFO has signed off the affordability and has this been incorporated within the financial plan. Include details of funding source(s)</i>				N/A Date Deputy CFO sign off				



<p>Quality Focus <i>(Identify how this proposal impacts on the quality of services received by patients and/or the achievement of key performance targets</i></p> <p><i>Include date the Director of Nursing has signed off the quality implications)</i></p>	<p>N/A</p> <p>Date Director of Nursing sign off.....</p>
<p>Clinical Engagement <i>Outline the clinical engagement that has been undertaken</i></p>	<p>N/A</p>
<p>Consultation, public engagement & partnership working implications/impact</p>	<p>Nature of the report</p>
<p>NHS Outcomes <i>Please indicate (highlight) which Domain this paper sits within by highlighting or ticking below: Please note there may be more than one Domain.</i></p>	<p>Domain 1 Preventing people from dying prematurely;</p> <p>Domain 2 Enhancing quality of life for people with long-term conditions;</p> <p>Domain 3 Helping people to recover from episodes of ill health or following injury;</p> <p>Domain 4 Ensuring that people have a positive experience of care; and</p> <p>Domain 5 Treating and caring for people in a safe environment; and protecting them from avoidable harm.</p>
<p><u>Executive Summary</u> <i>(summary of the paper and sign-posting the reader to the key sections within the report / paper)</i></p> <p>This report summarises the activities that have taken place in communicating with and engaging the communities of Slough.</p>	
<p><u>Recommendation(s)</u></p> <p>N/A</p>	



Communications and Engagement Report

The following report provides some highlights of the communications and engagement activity during November 2014 – February 2015 including an analysis of the way the CCG website is used, Twitter activity and media management.

Prime Minister's Challenge Fund (PMCF)

A patient survey was conducted during the first two weeks of October as part of the Prime Minister's Challenge Fund and the results were reported in January. A second survey took place at the start of December. The questions were revised to allow comparisons with the national Survey of General Practice (GPPS) and to incorporate the Friends and Family test.

The Questionnaire was handed to patients on arrival and collected on departure. 225 patients completed the form and of those, 220 said that the appointment time was convenient. In summary:

- The appointment exceeded the expectations of more than a third of respondents (36% compared to 26% in the October survey)
- 63% of patients reported feeling very satisfied with their overall experience and a further 34% were satisfied (compared to 67% and 31% respectively in October)
- 57% of respondents were extremely likely to recommend the service to family and friends, with a further 38% being likely to do so

PMCF appointments were rated very favourably compared with those in core hours. The comparisons below are with the General Practice Patient Survey (GPPS) data published in January 2015:

- 67% reported that the GP was very good at giving them enough time, compared to 33% in the GPPS
- 56% said that their experience of making the appointment was very good, compared to 18% in the GPPS
- 85% of patients definitely had trust and confidence in the GP that they saw, compared to 51% in the GPPS

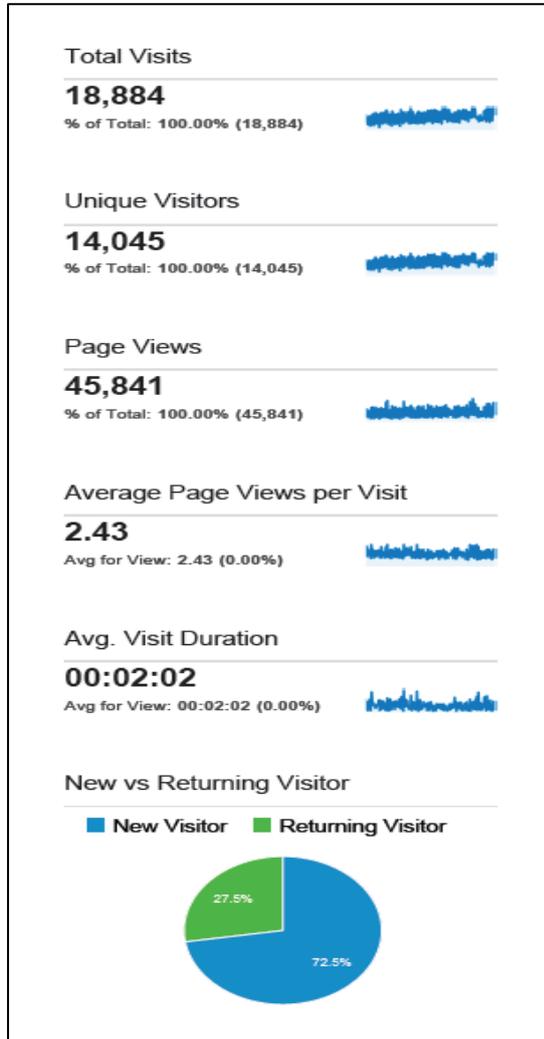
The CCG website (1 April 2014 – 31 Jan 2015)

An analysis of the Slough CCG website has shown there have been a large number



of visits to the website in the last year.

The box below shows an overall analysis, using Google Analytics, of the total visits, page views and average duration of visitors to the website.



Total Visits: Is the total number of visits to the website in the last year.

Unique Visitors: Is the total number of physical visitors to the website, so if a visitor comes three times over the specified time period, that person is only counted once.

Page Views: Is the total number of pages viewed (this includes multiple views of a single page)

Avg. Page Views per Visit: Is the number of pages viewed

Avg. Visit Duration: Is the average length of each visit to the website

New vs Returning User: New user percentage and returning user

Total Visits: The high figure shows that the Slough CCG website is attracting a good flow of overall traffic to its website.

Unique Visitors: This is a very positively high and important figure as, it shows that the Slough CCG website is continuing to attract new users to the website. This is also in line with the **New vs Returning User** pie chart, which highlights how 72.5% of visitors to the website are new visitors, which shows that Slough CCG website is increasing its user growth, and therefor successfully engaging with its external stakeholders and is getting a high level of interest from users.

Page views: The high figure shows that users are engaging with the site content.

Average Page Views per Visit and Average Visit Duration: At an initial glance



these figures may seem low, however if we consider what the websites intended purpose is:

‘a website used to disseminate all relevant information to build a relationship with our external stakeholders.’

It is clear that as an information repository website, a user is coming to the website with an intention to find information. An average page view of 2.43 pages per visit and an average visit duration of 2 minutes and 2 seconds shows the website is informative, clear and easy to use, as users are only needing to visit a few pages and leave once they have the information they need.

The analysis above shows the website is having a positive impact on Slough CCG’s engagement with its stakeholders. The website is continuing to attract new visitors as well as returning users who are continuing to visit the website as an information repository.

Top 10 most viewed content pages

The table below summarises the most popular pages visited.

Top 10 Viewed Content Pages	
Page Title	Pageviews
Welcome to Slough Clinical Commissioning Group's Website	6,577
GP Practices	5,671
Out of hours GP Slough & East Berkshire NHS Walk-in centre Minor Injury Unit	4,898
Who's who in my CCG?	1,853
Contact us	1,663
About Your CCG Slough Clinical Commissioning Group	1,588
Search	1,320
Governing Body Meetings in Public	1,170
Your Slough CCG	1,029
Contact Slough CCG	1,006

The Community Partnership Forum (CPF)

The CPF is an East Berkshire Forum, open to a variety of organisations that come together to consider issues which are of interest or concern to all. The meetings are



open to the public and details are posted on the CCG website including copies of papers and presentations.

The CPF met in November 2014 and January 2015. The topics covered in November was an update on HealthMakers and the self management facilitation training being delivered. In January the topic was Quality and the role of the CCGs in ensuring the quality of local health services.

Visit the CCG website for more information by clicking [here](#).

Twitter

Twitter is a useful tool for engaging people and organisations who favour this social media outlet. Its reach depends on the number of people who choose to 'follow' Slough CCG and this can be increased by adding individuals and organisations for the CCG to 'follow'. Increasingly a network is created and messages broadcast by the CCG can reach a very wide audience as it is 're-tweeted'. The speed of getting information out is a real benefit but the amount of information is limited to 140 characters in each 'tweet'.

Slough CCG has a growing number of Twitter followers, and our aim is to increase our followers, as well as increase who we are following.

Current followers 1,206

Currently following 260

The CCG tweets consist of national and local campaigns as well as tweets about events within the CCG for example, reminders about meetings of the Community Partnership Forum or AGM. We are also actively re-tweeting key messages from our followers, which feed into the messages we are also promoting.

The intention is to continue to engage with our followers and build up our stakeholders. We intend to develop our Twitter plan to include real time tweets from CCG staff members, for example CCG staff members tweet when they are out and about at events.

Summary of popular links

Some of the Twitter messages contain links to the CCG or other useful websites for



more information. Below is a list of the 10 most popular links.

Ow.ly : Most Popular Links				↓
Rank ▲	Date	Post	Clicks	
1	Jan 6, 2015	http://ow.ly/GRZE7 http://www.sloughccg.nhs.uk/news/entry/mp-to-la... MP Fiona Mactaggart to launch a new diabetes awareness campaign @ 12noon Fri 9 Jan in Slough Town Sq Queensmere http://ow.ly/GRZE7	7 clicks	
2	Jul 16, 2014	http://ow.ly/zdH7h http://sloughccg.nhs.uk/have-your-say/471-revie... Review of Children and Adolescent Mental Health Services (CAMHS) in Berkshire Now Available: http://ow.ly/zdH7h	7 clicks	
3	May 29, 2014	http://ow.ly/xnGiu http://www.sloughccg.nhs.uk/images/Agenda_03061... The agenda for our next Governing Body in Public (3rd June) is now available on our website. See you there! http://ow.ly/xnGiu #slough	4 clicks	
4	Jul 15, 2014	http://ow.ly/zadTB http://sloughccg.nhs.uk/about-us/18-your-slough... Creating a Healthy Future for Slough. Read about our work, part of the Prime Minister's Challenge Fund http://ow.ly/zadTB #pmcf #nhs	3 clicks	
5	Dec 24, 2014	http://ow.ly/GobOq http://youtu.be/0qbiFmLx4VM View our useful video guide to help you understand and deal with asthma http://ow.ly/GobOp http://ow.ly/GobOq	3 clicks	
6	Jul 4, 2014	http://ow.ly/yMOIO http://sloughccg.nhs.uk/community-partnership-f... In case you missed the Community Partnership Forum, papers are on our website: http://ow.ly/yMOIO Next meeting 20 Aug Copthorne Hotel, SLO	3 clicks	
7	May 30, 2014	http://ow.ly/xnIsC http://www.sloughccg.nhs.uk/images/Agenda_03061... Governing Body in Public, Tuesday 3rd June. http://ow.ly/xnIsC	3 clicks	
8	Dec 19, 2014	http://ow.ly/G9y6B http://www.nhs.uk/NHSEngland/AboutNHSservices/E... NHS 111 available 24hrs/365 days a year for health issue that's urgent but not life threatening http://ow.ly/G9y6B	2 clicks	
9	May 30, 2014	http://ow.ly/xqm80 http://www.sloughccg.nhs.uk/your-slough-ccg/gov... The papers for next week's Governing Body in Public are now available on our website: http://ow.ly/xqm80	2 clicks	
10	Jan 20, 2015	http://ow.ly/HBQW7 http://www.sloughccg.nhs.uk/news/entry/join-the... If you have children aged two, three or four, don't put off taking them for their free flu vaccination http://ow.ly/HBQW7	2 clicks	

Media management and monitoring

Since the last Governing Body meeting we have taken significant steps towards the establishment of a new Media Management and Monitoring System, which we have been using since 2 January 2015.

With a dedicated Media Desk telephone number and a new addition to the Communications and Engagement Team, we now have more robust processes in place to enable us to support the CCG.

Our aim is to

- Provide a 'one-stop shop' for media matters



- Record CCG actions relating to media stories, both pro-active and reactive
- Share relevant background and briefing information across CCG Clinical Members and Officers
- Track media interest
- Ensure 24-hour media on-call service (shared with other CCGs in Thames Valley)
- Enable a seamless media service across all team members, including times of staff absence, i.e. holidays and illness.

The processes now in place include:

- Up-to-date media contacts for local, regional, national and professional journalists
- A daily-updated calls log to record all media contacts, including follow-up actions and media outcomes.
- A news release catalogue, featuring a numbered recording system that includes performance tracking of media uptake and outcomes.
- A new out-of-hours protocol to ensure prompt and informed attention to media enquiries between 5.30pm and 9am (as well as over weekends and bank holidays).

By introducing these new measures the CCG will have a strong base of information and intelligence that can be used to help inform future communications and engagement activity.

We now have the capacity to help us identify areas of particular media interest and chart media trends and, using this information, we are in a better position to predict how issues may develop in both the short and long term.

The system now in place is also enabling us to monitor the media coverage.

This, too, gives us deeper intelligence about media and public attitudes to the CCGs in particular and the NHS in general, identifying areas for potential communication activity to address any negative perceptions that may exist.

The relationship that the CCG has with the local and national media is very important and each enquiry is actively responded to in order to ensure that members of the public are aware of what we do, and avoid inaccurate information being published.

In future reports we will share an analysis of the coverage achieved and the areas of interest for the local media.

