

Minutes unratified

Meeting Title: STP Transformation Board

Date: 31 October 2016

Time: 1-3pm

Location: 2N.03, New County Hall

Membership: Joyce Redfearn (Chair), Phil Confue , Kate Kennally, Trevor Doughty, Barbara Vann, Jim McKenna, Rachael Rothero, Christine Savill, Theo Leijser, Kathy Byrne, Christine Quinn, Amanda Fisk, Ann James, Joe McEvoy, Iain Chorlton, Jackie Pendleton, Peter Stokes, Dr Phil Dommett, Mairi McLean, Peter Merrin, Donna Abraham (Minutes)

Additional Attendees Garth Davies, Kathryn Hudson.

Minutes

Action

1 Apologies

Apologies were noted from Joyce Redfearn, Phil Confue, Jackie Pendleton, Trevor Doughty, Kathy Byrne, Joe McEvoy, Simon Bell, Amanda Fisk, Theo Leijser, Ann James, Dr Phil Dommett.

In the absence of Joyce Redfearn Kate Kennally Chaired the meeting. The meeting was a single issue meeting to discuss engagement on the OBC.

2 Branding

The name of the next phase has previously been signed off. Key messages to be reflected in the branding are:-

- Images to be more representative of audience who are subject the content.
- To ensure colours are not politically biased.
- To change the title name to Shaping our Future rather than Shape our Future.
- Take out reference in the branding to the STP but cross reference to the document calling it ' plan for health and social care'.
- Branding controls need to be developed and reflect the campaign.

3 Engagement Document

The draft OBC is now publically available accompanied by an engagement document. Feedback from the Board on the engagement document included:

- Language still feels very professional – would like language to be much more engaging and made real for people.
- Lots of jargon that needs unpacking so there is a shared understanding of what it means.
- How does the key facts relate to what this means for how services are actually delivered.
- Making the change section does not reflect the changes we are proposing in the OBC.
- Need to reflect much more overtly how we will be responding to earlier engagement.

The Board agreed that they would support a fundamental reworking of the document.

GD/RR

4 Questionnaire

The Board provided their feedback on the questionnaire:

- Questionnaire needs to wrap around the document and build on the content of the engagement.
- Need to ensure that it enables us to fulfil are equalities duties.
- Reflections on loaded questions likely to result in more polarised responses which need some work.

5 Stakeholder Events – Schedule and Methodology

The approach to engagement was agreed by the Board:

- Commence the engagement period from the 14th November for 2 months. Need to align the media interviews on the launch . This change of date enables us to get the material in place but also address NHSE requirements.
- Ensure that staff engagement is reflected more strongly than it is and there is an advantage of ensuring staff and primary care is more informed before the public are informed.
- Need to build in stronger focus on engagement with young people and hard to reach groups and people who are long term users of services.
- Recommendation around establishment of a core team of people to support the engagement and that this could be EDG and Business Case leads. Need to understand what support is required to ensure people are able to do this.
- Need to think about stakeholder segmentation for more difficult meetings .

- Discussion about West Cornwall Enquiry and its status in relation to the STP. Conclusion was this was not a formal part of the engagement process as it sits outside of the timescale. Suggested PC/JP to ensure status is clarified with the leads of the enquiry.

Support was offered from HEE across the above. It was agreed to explore how we could take this up.

RR

Any Other Business

No issues raised.

Date of the next meeting:

24 November 2016
