



Date of meeting	Monday 20 th April 2009
Title of paper	Mapping and Communication and Participation Action Plan
Agenda item no	10
Paper number	C4
Action required	For discussion/decision: to review progress on the 11 Action points in the paper and consider any further work required on each of these action points.
Paper prepared by	MAC



Review of outstanding action points from previous papers – Mapping and Communication and Participation action plan

Introduction

The paper is intended to brief Executive Committee members on areas of activity that were agreed and discussed to varying degrees by the Interim Executive (IE) and sub-groups. Three committee papers were submitted to the IE:-

- **Mapping Voluntary Section Activity:**

http://www.wandsworthlink.org/wp-content/uploads/2008/09/080915_B3_LINK_Mapping_Project.pdf
September 22nd 2008 Agenda Item 7 Paper B2

- **Mapping Project Progress report**

http://www.wandsworthlink.org/wp-content/uploads/2008/11/081020_b2_mapping_proposal.pdf
17th November 2008 Agenda Item 9 Paper B2

- **Communication and Participation Action Plan**

http://www.wandsworthlink.org/wp-content/uploads/2008/09/080915_B2_Communication_Participation.pdf
22nd September Agenda Item 6 Paper B2

Common Rationale

I will concentrate on the second Mapping Paper considered in November and the Communication and Participation Action Plan and I am considering these papers together. The reason for doing this is that both papers draw a common rationale and view of the way the Wandsworth LINK might go about its business. Both projects attempted to move the LINK on from the initial set-up phase to a second phase: creating the mechanisms and processes to enable working in partnership with the relevant Wandsworth organisations, drawing together the issues and representing them effectively to the local and national health and social care service deliverers and regulators. As we said in the progress report on the Mapping Paper “ In the light of the appreciation of the need to move on from governance to addressing health and social care issues, we have made action-oriented recommendations that take the project much further than was originally envisaged in the MAC paper 'Mapping Voluntary Sector Activity'” .

The paper went on “ *Our first finding is that services exist which have mapped and catalogued Wandsworth activity to an extent which the LINK need not replicate.. Our first recommendation is that LINK need not become a list holder with all the management responsibilities that that implies e.g.list maintenance and security. Instead, we recommend*



that the list holders can be contracted to supply lists and perhaps mailing services for particular exercises."

Similarly the Communications Paper was not just about communicating with various audiences, readerships and stakeholders. Again it is worth quoting from the paper: "We have taken the purpose of this communication and participation programme as being that of achieving change and improvement for the present and future users of health and social care services as well as those who care for them. What are the wished for outcomes and impacts? What sort of processes are most likely to achieve the results we want? Who are the key decision makers and budget holders? What constitutes a productive relationship with commissioners? Participation and communication are not ends in themselves and therefore this paper has to consider the messages or narratives to be communicated not just in terms of the defined audiences but also as a means of achieving whatever the LINKs want to achieve.

An important part of the reason why we are adopting this outcome-oriented approach is to create a role for the LINKs that is clearly differentiated but in harmony with the many other organisations active in these areas in the London Borough of Wandsworth.

Not a cuckoo in the nest

The LINK has to work with those organisations that are already in place. It is not there to push them out of the nest like the proverbial cuckoo but to explore ways whereby the LINK can add value to their work. The LINK is a new organisation but it stands on ground which other organisations – most recently Patients Forums – have occupied in the past. It must make its own reputation and create its own space in a crowded market as an organisation which does not just listen but can achieve change on behalf of users."

The Map is not the Territory

Having lists of names and addresses is not enough. We have to understand whether the organisations are alive and well and fit for our purpose. An understanding of the territory can only come by engaging with it and we therefore suggested three specific activities to develop the LINK's knowledge and capability in working with partners. These were:

The recommendations are:

1. To ask Careline to submit a proposal to create an initial mailing list for our Newsletter and to send out the newsletter (monthly at the moment) both electronically and by post (as requested) and subsequently keep that list up to date.

ACTION – DONE

2. To approach both Careline and WVDSA for assistance in redressing the lack of BEM members and raising both the engagement and awareness of that community in the work of LINK. This assistance would take the form of building a sample of organisations and if available individuals to whom the invitation to engage would be sent using both electronic and traditional mailing methods. Again the organisation would be asked to bid for both aspects of the task.

ACTION: NONE



3. To approach both organisations and the Community Empowerment Network to develop a list of organisations and individuals to be engaged in a LINK initiative to engage young people in the work of the LINK around an issue or set of issues to be defined.

ACTION – Attempts to contact unsuccessful

We made the point about Partnership working again in the Communications and Participation Action Plan Paper by stating:

“Wandsworth LINK will demonstrate its value by undertaking a work programme which is integrated with the work of other partners in the networks connected with Health and Social Care in Wandsworth and with the decision cycles of the major commissioning bodies. Its management of its own work plan will offer others a chance to contribute to the work of the LINK either formally with a memorandum of understanding or informally via a poll or single issue event. It will use these local relationships as the platform to make a national contribution.”

The paper suggested a work plan and made the following recommendations each preceded by a short rationale. The original text is in italics and the action taken since recorded after each recommendation.

1. *The first recommendation is to establish a regular line of communication using the medium preferred by members.*

Action Plan Recommendation No 1: Communication - Newsletter to be produced from October 2008

The Wandsworth LINK choice of content management software - Wordpress - facilitates the production of an electronic newsletter and this can be implemented quickly with a first issue planned for mid-October based on news items entered on an 'as and when' basis on the site over the previous weeks. A sum has been identified in the website development budget for MAC editorial support.

ACTION: 3 issues of Newsletter produced by MAC. This arrangement is now at an end.

1.



2. We can keep the readership involved by inviting participation in short surveys.

Action Plan Recommendation No 2: Participation in Short Surveys and Chance to Record Personal Experiences

The readiness of the members to be involved in polling or other participatory strategies is striking and must be kept alive. We recommend that in the short term, we use the existing website for very short - one question - surveys which collect information - very up to the minute - as well as being a means of maintaining interest and attracting people back to the site. The ability to carry out these surveys is already included on the current website and within the current contract.

ACTION: We have made a start with 2 and have written up the results and fed them back to the IE and members. The October newsletter had a section on what members wanted:

Survey Extract

How do members want to be involved with Wandsworth LINK? (They could choose more than one answer):

- 98% say that they want the newsletter as an email
- 95% answered "receive regular information about LINKs work e.g. Newsletter"
- 76% answered "Attend events to find out about health and social care issues"
- 63% answered "Take part in consultations, polls, workshops or focus groups"
- 33% answered "Receive training to become an authorised person to take part in official visits and inspections to health and social care premises"
- 15% answered "Become a volunteer for LINK (e.g. Helping with LINK administration in the LINK offices, staff support meetings, newsletter publishing)"

The member data was written up in some detail in the original C&P Action Plan. We have experimented with small surveys and the results were published as a News snippet on the website – take a look at <http://www.wandsworthlink.org/2009/03/paying-for-drugs-privately-feedback/>

more/



3. However in the longer term, we need a more rigorous way of gathering opinion from a representative cross-section of the local population.

Action Plan Recommendation No.3 - Participation by Setting up a Wandsworth Health and Social Care Users Panel

Our longer-term recommendation in this area is to develop a specification and seek tenders to set up and maintain a user panel that will be representative of the population of Wandsworth. This piece of work could be undertaken by MAC.

ACTION: There has no further work done on recommendation number 3 on the part of the LINKs. In this context an interesting advertisement had already appeared in September last year for a PCT Panel Project Manager suggesting that such a panel would be set up by the PCT.

4. In organising the collection of evidence to be used when responding to requests for views, the LINK needs to be aware of what is coming down the consultation pipeline.

Action Plan Recommendation No 4: Participation and Communication facilitated by a comprehensive Consultation Database

We recommend that the LINK make strong representations via the OSCs to Wandsworth PCT and Council that they fund and create a database containing a comprehensive single listing of all current health and social care consultations in the Borough. WCA is well placed to raise and pursue this with the OSC.

ACTION: *The Executive Committee have met with the OSC and are developing a working relationship. They are also developing rapport and dialog with the heads of both Adult Social Services and Wandsworth PCT.



5. The evidence gathered needs to be used for maximum impact with the principal decision-makers – commissioners.

Action Plan Recommendation No 5: Participation and Communication with Commissioners - the LINK Summit Conference

We recommend that the LINK approaches commissioners of health and social care services and invites them to participate in what we can call 'A LINK Summit Conference' where senior commissioners meet with LINK in its role of Networks of Networks to discuss "The Impact of User Views on Transformation: how to collect them, how to understand them and how to use them". The Host would require additional resources to set up and run this event.

ACTION: A summit conference (R5) was approved as an idea by the C&P sub-group but no planning has been done on this. There have been meetings with commissioners.

** It needs to be decided if this recommendation should be taken forward.*

6. The LINK needs to be confident that its agenda reflects that of other networks and organisations in Wandsworth.

Action Plan Recommendation No 6: Participation and Communication by Open Agenda Setting

We recommend the holding of an Issues Identification and Agenda Planning event 4 months or so before the Summit. If the previous recommendation is accepted, this can be seen as the first step on the way to the Summit. Again the Host would require additional resources to deliver this.

ACTION: Pending action on the recommendation to hold a summit, there has been no work on this recommendation.

** It needs to be decided if this recommendation should be taken forward.*



7. The LINK needs a robust management framework to process and prioritise all the views received.

Action Plan Recommendation No 7: Participation and Communication by Work Planning

We recommend the publication in the 8 weeks after the 'issues fair', the publication of a work plan for the coming 12 months to be agreed at the first Executive meeting in the LINK's year .i.e. April or May 2009. This would be a central function of WCA as the Host.

ACTION: Work plans have been prepared internally and been put on the agenda for Executive Meetings. But no work plan generated as a result of public meetings on issues has been published.

** Decision about LINK priorities are to be agreed at the April LINK Executive Committee meeting*

8. When the LINK knows what it is going to be working on, it can seek to engage new members to contribute on issues of interest to them.

Action Plan Recommendation No 8: Focus and Organise Recruitment around Cause

We recommend that future efforts to engage younger people or any other identifiable group in the civic life of Wandsworth be supported by focused campaigns that offer a chance to make a contribution to issues of interest to particular social groupings. We have offered examples of younger people and people with mental health issues. A similar approach could be used to increase on whatever basis is appropriate, the membership of BME groups clustered around issues of importance and relevance to them. Careline can provide segmented contact details from its database. This work could be carried out by WCA staff where they already have links into relevant networks or by MAC or others with the relevant knowledge and skills.

ACTION: Not taken up



9. In seeking to engage people and organisations, the LINK must take advantage of relationships and resources already in use locally.

Action Plan Recommendation No 9: Participation and Communication by building on established local patient bodies

It is at this level of primary care working through patient groups in Wandsworth GP practices that the LINK can begin to build capacity and awareness amongst younger people. We recommend that the LINK approach user representatives/ practice managers in the PbC clusters and ask them to use their contacts in the individual practices to build a list of those who are ready to be what the tender response identified as being ready to "volunteer for periodic involvement in one-off or time-limited activities"; and "ask to be kept in touch as a member with specified preference for electronic or postal communication."

The mapping exercise which has been proposed will provide the Host with information as to where these existing networks are, how they operate and inter-relate and where gaps exist which the LINK might need to address in other ways.

This work could be carried out by MAC.

ACTION: no action on approaching younger people has been taken. See second Mapping paper for developments



10. *The LINK needs to know how best to work with other bodies and networks.*

Action Plan Recommendation No 10 - Participation and Integrated Working by Negotiating and production of a Memorandum of Understanding with WOPN

We recommend that the LINK sit down with the WOPN as a partner in a pilot to draw up a memorandum of understanding (MOU) that defines how the two organisations can and will collaborate for the good of users - particularly older users - of health and social care. This concordat or MOU will be then be tested as a template for co-operation with other bodies in the Borough. The content and approach of such a document is to be determined by the parties involved. WCA is best placed to develop this relationship.

ACTION: None

11. *The relationships and audiences the LINK needs to build are not just local – there are national bodies which will come looking for evidence and information.*

Action Plan Recommendation for Communication and Participation No 11 – Wandsworth LINK liaise with the Healthcare Commission

We recommend that the LINK contact the Healthcare Commission’s regional assessor and Host staff attend regional briefing workshops held by the Healthcare Commission and the Commission for Social Care Inspection. This work could be carried out by MAC on behalf of the LINK.

ACTION Contacts have been made with the regional office of what will now be called the Care Quality Commission and specific proposals on partnership working made in the Enter and View paper to be discussed at the April meeting. *Ongoing dialog with Roger James from the Healthcare Commission (known from 1st April as Care Quality Commission) is underway.

The Direction of Travel

The recommendations concerning such issues as the publication of the type of work plan suggested would drive what we have called 'Recruitment around Cause' (R8). The set of initiatives would set a direction of travel for the LINK to create a solution for the LINK version of the chicken and egg argument – should the LINK discover what the priority issues are for others or should the LINK discover the views of others on the issues the LINK has identified as priorities? Until such time that the LINK has created the processes



that will provide a sustainable and continual flow of the evidence it needs to decide the priorities to pursue on behalf of others in the local network, the work of other established bodies will make an important contribution now as well as in the future. By working with an important group in Wandsworth – the Older Persons Network – and establishing a Memorandum of Understanding with them about how best to collaborate, LINk will be both meeting an immediate need and building relationships to sustain the information flow in the future. (We have recognised in a news item on the website the publication on 11th March of the Wandsworth Older People’s Forum’s comment on Wandsworth Joint Strategic Needs Assessment 2008.)

Next Steps

The Executive is asked which if any of the above recommendations and suggestions it wishes to progress.

The Moore Adamson Craig Partnership

April 2009

N.B - * = comments added by the Host