Community Partners Programme

Engagement Brief

NHS
Nottingham City
Clinical Commissioning Group

Title of the engagement project
Engaging New and Emerging Communities Programme

Background
The CCG has identified a need to establish communication and engagement channels across a range of new and emerging communities within Nottingham City, with a particular focus on Eastern European migrant communities.

The project has been informed by a scoping exercise undertaken with partners across the statutory and voluntary sectors. The scoping exercise identified that engaging with new and emerging communities was challenging and that there was a general lack of quality intelligence to inform service delivery, and to inform the best approaches for engagement. There was a specific challenge identified in understanding how to engage with communities broadly identified as Eastern European, including: Polish, Hungarian, Czech, Bulgarian, Slovakian, Slovenian and Roma communities.

There is no single comprehensive picture of the size of the Eastern European migrant population in Nottingham City. The best indicator is the number of National Insurance numbers granted to people from Eastern European countries. Between 2004 and 2014, 20,300 people from EU accession states were granted National Insurance numbers, which represents a significant population. Despite the estimated size of the populations, the CCG has little intelligence on use of health services by Eastern European migrants and very limited ability to undertake engagement to understand their needs.

Despite a general lack of intelligence on new and emerging communities in Nottingham City, the scoping exercise provided anecdotal evidence that service uptake and appropriate use of services may be limited.

As part of the city's Joint Strategic Needs Assessment Nottingham City Council and the CCG have undertaken a BME Health Needs Assessment (HNA), informed by extensive engagement. This HNA has also identified that further engagement is required with new and emerging communities, particularly Eastern European communities, if commissioners are to understand the health and wellbeing needs of these groups.

Nottingham Equal work with new and emerging communities and through their work they also identified that better engagement is needed with new arrival communities, particularly with Eastern European and African groups. Nottingham Equal approached Nottingham City Council and proposed to undertake some engagement work to target Eastern European and African groups. A small sum of £1000 was agreed to help facilitate this work. The scope of the project is thus to engage with a range of new and emerging communities of Eastern European and African origin.

The scoping exercise indicated that local community groups are best placed to provide reach into the communities the project wishes to engage, but that they currently lack the capacity to do this. The project will therefore seek to support existing community organisations and groups to undertake the engagement. |

Purpose of the Programme
The project will commission a programme of engagement that will include both Eastern European and African Muslim communities. Funding is provided by the CCG and by

Nottingham Equal.

The purpose of this programme to establish communication and engagement channels and approaches with the communities identified. The programme's aims are to:
- Establish relationships between the CCG and its partners and those organisations, groups and individuals who are currently working within each community
- Develop effective communication and engagement channels with the communities identified
- Obtain an understanding of the behaviours and preferences of local communities in relation to communications and engagement
- Use the knowledge captured to inform future communications and engagement approaches with the communities identified.

The findings from the engagement will be shared across the CCG's commissioning teams and with local partners and will be used to inform how organisations can communicate and engage with those communities in the future.

This programme will be achieved through the following activity:
- Establish a multi-partner steering group which will provide advice and expertise to the programme and will oversee delivery of the programme
- Commission an engagement partner with experience working within the communities identified to:
  - Identify and recruit community volunteers to undertake the engagement, who are currently volunteering either within local communities or with local groups
  - Work with the community volunteers to identify the best method of delivery for communications and engagement
  - Co-ordinate and support community volunteers to undertake engagement within their communities
  - Analyse the feedback from engagement activities carried out by the community volunteers and present this to a range of stakeholders.

Programme Delivery

The programme will be delivered in three phases.

Phase 1 – Establish a Steering Group to oversee the programme
- Provide advice and expertise on the design and delivery of the programme based on the members' experience, knowledge and skills of working with the communities identified
- Undertake a mapping process of local community organisations, groups and individuals who are currently working within each identified community
- Develop a brief in order to commission an engagement partner to deliver phase 2 and 3 of the programme through the CCG's Community Partners Framework
- To oversee delivery of the programme through monthly meetings with the engagement partner and by receiving regular updates and reports on the delivery of the programme.

Phase 2 – Commission engagement partners who can identify and supply volunteers and coordinate engagement within the communities that they are currently working with
- Engagement partner to work with the community volunteers to co-ordinate a range of engagement activities that will enable the volunteers to undertake engagement
- To work with the Steering Group to create a range of questions that can be used for the engagement activities and that will meet the objectives of this programme e.g. how do local communities want to receive information; what is the best method of
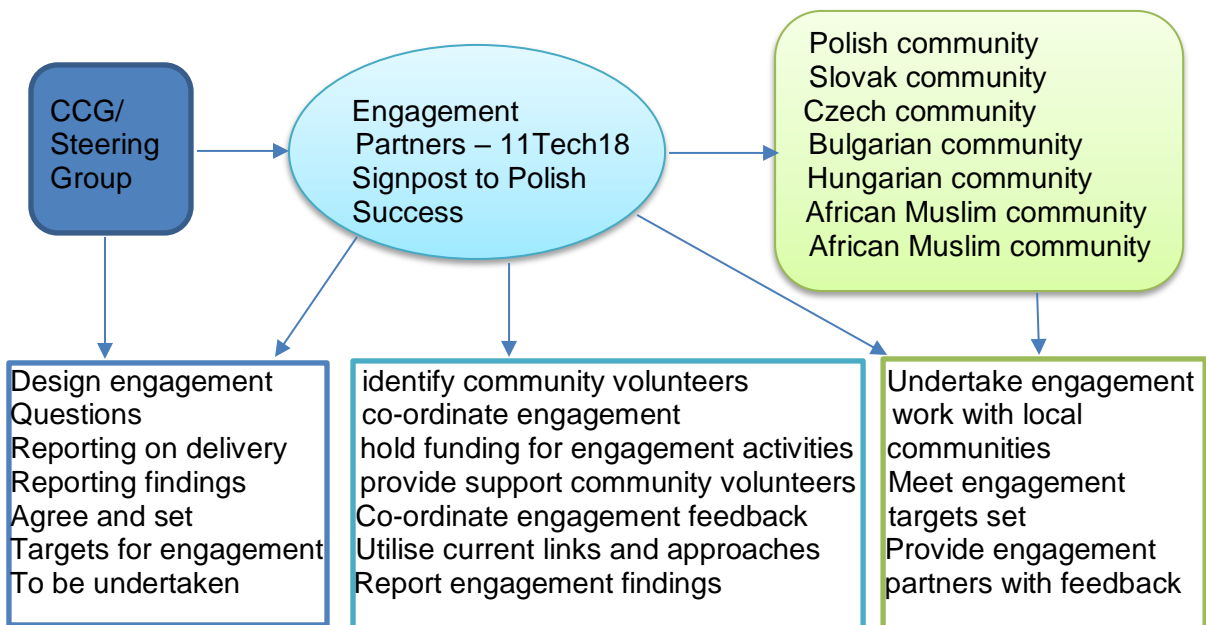
engaging with communities.

Phase 3 – Delivery of engagement activities within identified communities

The Engagement Partner to support and co-ordinate community volunteers to:

- Undertake engagement activity using a range of approaches
- Analyse and report back findings from the engagement to the CCG, Steering Group and partners
- To make recommendations (where appropriate) on approaches or processes that enable ongoing communication and engagement with local communities
- To work with community volunteers to support them to present their engagement findings to the CCG, Steering Group and partners at a stakeholder event.

Proposed model for delivery:

CCG/ Steering Group → Engagement Partners – 11Tech18 Signpost to Polish Success → Polish community, Slovak community, Czech community, Bulgarian community, Hungarian community, African Muslim community, African Muslim community

Design engagement Questions
Reporting on delivery
Reporting findings
Agree and set
Targets for engagement
To be undertaken

identify community volunteers
co-ordinate engagement
hold funding for engagement activities
provide support community volunteers
Co-ordinate engagement feedback
Utilise current links and approaches
Report engagement findings

Undertake engagement work with local communities
Meet engagement targets set
Provide engagement partners with feedback

Funding is to be allocated on the following basis:
- £1,125 for engagement within each identified community
- £1,625 for coordination and delivery of the final presentation event to feedback findings from the event (includes funding for venue and refreshments as well as administrative costs)
- Funding allocations for each organisation are summarised in the document below

New and Emerging
Communities Engager

Engagement objectives

The engagement objectives of the programme are as follows:
- To understand how organisations, groups and individuals are currently engaging within the communities identified

- To understand the preferences from local communities in how they would like to receive information in relation to local health and care services
- To develop channels and approaches to undertake effective and meaningful communication and engagement with the communities identified
- Use the insight through the engagement to inform how the CCG and its partners can provide targeted information and support in relation to local health and care services

- To inform the CCG's cultural competence development plan – this is a programme of work that seeks to raise awareness among CCG staff and GPs about the needs of different groups
- To develop capacity and capability within the communities identified through community champions so that they can continue to engage with the CCG and other local organisations.

Service Description/Requirement

For the purpose of this brief the provider will be responsible for the delivery of phases 2 and 3 described above.

Required outputs and activity

Overview
The engagement partners (the providers) will be responsible for the delivery of a range of engagement activities to gather feedback. The engagement partners are responsible for engagement with the communities below:

- **Signpost to Polish Success** – Polish community; Slovak community; Czech community
- **11 Tech 18** – Bulgarian community; Hungarian community; Sudanese community; English speaking African communities

11 Tech 18 are also responsible for coordination and delivery of a partner event to present the findings of the programme to local organisations.

Engagement partners will draw up proposals for engagement activities to reach the groups defined above. These will be agreed with the Steering Group. The Steering Group will not set targets for the numbers of people engaged as it recognises that the communities being engaged by each provider are different and that some are more difficult to reach than others.

Instead of setting targets for the number of people to be engaged, the programme has a range of expectations around **the evidence the engagement partners produce to demonstrate**:

- The number and range of engagement activities they have carried out
- The work they have undertaken to maximise participation in the engagement
- The work they have undertaken to engage across the different groups within each community, in particular Roma communities where relevant.

These expectations are set out below.

Identification and training of volunteers
Engagement partners are responsible for identifying appropriate volunteers to be trained to deliver the engagement. The project expects that:

- The volunteers should be drawn from the communities being engaged and should represent the range of groups across each community
- Engagement partners should seek to recruit a balance of male and female

volunteers
- Engagement partners should have safeguards in place to ensure that the volunteers recruited are suitable for the role
- Engagement partners will work with the training provider to ensure that the training is suitable for the volunteers identified and that volunteers are appropriately supported through the process.

<u>Delivery of engagement</u>

Engagement partners can undertake engagement using a range of approaches. All engagement activities must gather feedback against the engagement questions, which are to be developed. Suitable approaches include:
- 1-1 engagement
- Hard copy surveys
- Online surveys
- Events.

Engagement partners can utilise existing events and activities attended by the communities being engaged.

Engagement Partners may also identify individuals who are willing to share their experiences in more detail. The programme encourages Engagement Partners to develop case studies based on the experiences of individuals and will work with them to develop questions for 1-1 interviews or focus groups to support this.

The project expects that:
- Engagement activities will take place for each community to be engaged, with **at least** 3 engagement activities for each community (see below for a definition of 'engagement activity'
- Engagement partners seek to engage across the breadth of communities, considering Roma communities where appropriate as well as different characteristics such as age; gender; sexual orientation and religion
- Engagement partners will capture demographic information from those being engaged, using a template to be developed for the project
- Engagement will gather feedback against the engagement questions, to be developed for the programme.

The project expects that engagement partners will deliver **at least** 3 engagement activities for each community being engaged. For the purpose of the programme an engagement activity is any activity that involves delivery of engagement for a half-day period. This is in recognition of the additional work required for coordination and administration. An engagement activity may therefore involve volunteers attending a community event for half a day to capture feedback using a survey template.

The project will seek the following evidence of activity:
- Evidence of promotional activity (social media; leaflets; articles; correspondence etc.)
- Evidence of efforts to engage each community, as well as evidence of effort to engage across the range of groups within each community (as above)
- Demographic monitoring information (to be captured using a template provided by the project)
- Any photographs taken of events and activities
- Evidence of the number of people engaged from each community
- Copies of individual feedback captured.

The following templates are included below:
- Case study template
- Survey
- Demographic monitoring template

New and emerging communities case stu...

CCG EU engagement survey FINAL all apro...

New and emerging communities demogra...

Monitoring and reporting

The provider will be required to attend bi-monthly Steering Group meetings to provide updates against programme delivery. A monitoring form is to be completed for each Steering group meeting to provide evidence of delivery in line with the activity agreed between the engagement partners and the Steering Group and in line with the expectations set out above.

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The provider will be required to provide a final programme report to the Steering Group and CCG using the Community Partners Framework Reporting Template.

NEC reporting template.docx

Timescales

The contract will run from February 2018 (date of award) to 31 October 2018.

Budget

The total budget for this programme is £9,500 (including a contribution of £1,000 from Nottingham Equal). Funding will be allocated to engagement partners based on the range of communities that they will be delivering engagement with,

This budget will cover delivery of phase 2 and 3 including:
- Funding for the recruitment, co-ordination and support of community volunteers to undertake engagement
- Funding for local engagement as determined
- Funding for analysis and report to be presented at programme event
- Funding for coordination and delivery of the final feedback event to share the findings of the programme.

Additional information

The provider of this programme of work will be required to be partner of the Nottingham City Community Partners Framework and will be required to apply to the framework using the application process set out.

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