

The Wilson Health and Wellbeing Campus - joint communications and engagement protocol

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Audience: Wilson Campus Programme Board and communications and engagement colleagues at partner organisations involved in the development of the Wilson Health and Wellbeing Campus.

This protocol refers to the following ‘partner organisations’:

- London Borough of Merton (LBM)
- NHS Merton Clinical Commissioning Group (CCG)
- Merton Voluntary Services Council (MVSC)
- NHS Property Services (NHSPS)
- Community Health Partnerships (CHP) - to join communication and engagement working group once business case is approved

Communications and Engagement Working Group

A representative from each of these organisations is required to be part of the Wilson communications and engagement working group and to attend each meeting or to send a nominated representative.

As the vision for the campus is shared, our stakeholders will expect an integrated approach communications and engagement. This working group is responsible for ensuring key communications and engagement activity from each programme work stream is appropriately aligned.

The group will meet monthly on a Thursday, ahead of the Wilson Programme Board.

Proposed members (see appendix 2 for contact details).

- NHS Merton CCG – Lucy Ing, Wilson Senior Communications Manager
- LB Merton - Dave Curtis, Wilson Community Engagement Lead
- NHS Property Services – Amy Williams, Senior Communications Manager
- MVSC – Sophie Matthews (digital communications)
- Sue Howson – Programme Director
- NHS Merton CCG – Andy McMylor, Director of Primary Care
- LB Merton – Amy Potter, Consultant in Public Health

Purpose of this joint protocol

To introduce an approach to working in partnership to shape and deliver communications and engagement activity for the Wilson Health and Wellbeing Campus.

This includes development of protocols around production and publication of all public and stakeholder information, partnership communications including a quarterly newsletter, media relations, digital presence, social media, arranging joint stakeholder and community engagement events and a joint annual calendar of activity.

Recommendations

Members of the communications and engagement working group is asked to endorse this protocol and apply it to all activity relating to the Wilson Health and Wellbeing Campus.

The Wilson Programme Board is asked endorse protocol on 5 April 2018.

1. Scope

The Wilson Health and Wellbeing Campus is the redevelopment of the former Wilson Hospital site into a modern health and wellbeing facility. The aim is to bring together a wide range of health and community services under the banner of 'health and wellbeing' for the benefit of local people. It is a joint programme of work between Merton Council, NHS Merton Clinical Commissioning Group (CCG), Merton Voluntary Services Council, NHS Property Services, Community Health Partnerships.

Different aspects of developing the facility are being progressed by different partners to achieve a shared overall vision for better health and wellbeing in East Merton. Partners come together to form the Wilson Programme Board and jointly agree how to progress the programme.

2. Sharing channels and communications outputs

Leads from partner organisations will share details of the communication channels (internal and external) they own. This will be reviewed regularly by the communications and engagement working group to ensure we are able to share updates as widely as possible.

The following communications outputs will be implemented from March 2018.

- Developing a web presence for the programme – a single space to access the most up-to-date information about the programme. Content to be hosted on MVSC website.
- Quarterly newsletter – aimed at local residents, MPs and councillors, internal stakeholders within partner organisations, voluntary and community sector. Will include updates on progress against project milestones, opportunities to get

involved, recent decisions taken by the Programme Board. To be published by on the MVSC website and all partner organisations to cross fertilise promotion by adding links/news articles to their website and cascading the newsletter to their networks.

- E-bulletin to summarise key activity/milestones passed following each Programme Board (content agreed by Programme Board at the end of each meeting or by the Programme Director on behalf of Programme Board). To be sent to partners – LB Merton – public health leads, councillors and relevant cabinet leads, NHS Merton CCG – clinical and management leads, project team members.

3. Publication scheme – see appendix 1 for overview

All partner organisations are committed to openness, transparency and accountability and routinely making information available to the public, encouraging them to take an interest in our work. We are committed to providing the public with as much information as is practically possible.

How we make decisions – Wilson Programme Board

The Wilson Programme Board meets monthly.

Five working days before the meeting, key documents that are appropriate for public forums will be published. Exempt documents would be those that contain any commercially sensitive information, draft documents, information that is protected from disclosure. We are committed to routinely publishing the following information:

- Policies and procedures
- Agenda and minutes of meetings
- Financial information
- Reports from stakeholder engagement activity – including you said, we did reports to demonstrate how stakeholder feedback has been incorporated into plans.

4. Media

Proactively working with the media (press, broadcast and online) should be planned in advanced and agreed by the Wilson communications and engagement working group. For major project milestones a joint approach should be taken.

Partners agree that dependent on which organisation is leading the health or wellbeing communications or engagement campaign or activity – the communications lead will produce the press release (if media has been agreed in the communications plan) and share it with other partners prior to issuing. **A minimum of 48 hours should be given for all partners to comment**, suggest amends and provide a quote where necessary.

For reactive media relations – the communications lead from the organisation relating to the topic of the enquiry should alert all partners and prepare the response and then circulate to other partner communications leads for comment before releasing. For example, queries on health service – managed by NHS Merton CCG, queries on use of land – managed by NHS Property Services, queries on wellbeing services – managed by LB Merton.

Where timescales prevent circulating the response for comment, the response should be a holding line and only cover aspects of the programme being led by the organisation making the response. Details of the enquiry and any resulting coverage should always be shared across partners.

Social media

The communications lead for the specific activity or campaign will produce social media content and highlight to partner communications colleagues so they can share and increase interaction with posts.

When public engagement activity increases from May 2018 for both the health and wellbeing elements of the campus any hashtags or content themes will be generated by the organisation leading that activity and shared in advance with partner communications colleagues.

Responding to comments and questions on partner's social media channels should follow the same process as reactive media enquiries.

5. Community engagement

Community engagement events will focus on different elements of the campus development. Communications and engagement leads from all partner organisations have agreed to share events they have planned to create a joint annual calendar of activity.

All partners leading engagement activity have also made a joint commitment to ensure their approach reaches the diverse communities of East Merton. We recognise the need for seldom heard groups to be represented and will tailor our approach to meet their needs – rather than relying on existing contacts and networks to shape our work.

This calendar will be regularly reviewed by the communications and engagement working group. The level of involvement and representation required from each organisation will be jointly agreed by the group based on the purpose of event and before any promotion of the event begins. Communications and engagement leads from all partners will work together to ensure the right content and materials is available to make sure the event meets the needs of its target audience.

Members of the communications and engagement working group will pool resources for events and support each other with fielding speakers, facilitators and promotional materials. The group will also review planned approach to promoting events to reduce duplication and audiences being invited more than once or becoming confused about which organisation is hosting the event.

6. Evaluation

All partners have agreed the need to share any available feedback (both informal and formal), metrics and data from communications and engagement activity. This will include, but is not limited to – social media analysis, website hits, media coverage, engagement event reports, equalities data, stakeholder communications (for example – letters from MPs or councillors).

Sharing evaluation detail will help us to learn from each other in terms of what has worked well for different audiences and what we can improve.

If we are running a joint campaign or supporting each other on communications activity, we have agreed the communications lead will produce the evaluation and partners will feed in analysis of any activity they have carried out to support the campaign e.g. social media engagement, website hits.

Recommendation: Quarterly report to be prepared on communications and public engagement for the Programme Board. Each partner to send their agreed contribution in an agreed format and including key details in terms of numbers, diversity, key points. The Programme Board should work with the communications and engagement working group to evidence how stakeholder feedback has been used in their plans for the development. The working group will produce a quarterly 'you said, we did' report to summarise this and publish it on the MVSC website.

Appendix 1 - Summary of protocol to follow for communications and engagement activity

Output	Action	When	Who
Programme Board papers <ul style="list-style-type: none"> - Agenda - Minutes from last meeting - Final approved wellbeing work stream papers - Final approved health work stream papers 	Send papers to CCG comms lead	7 days before each meeting	Project manager
	Review papers for publication	5 days before each meeting	CCG comms lead
	Publish papers on Wilson pages of MVSC website	5 days before each meeting	CCG comms/MVSC comms
E-bulletin on outcomes/milestones/decisions from Programme Board	Topics to be agreed during AOB at each Programme Board meeting	During meeting	CCG comms lead
	Draft blog and share with appropriate leads for sign off and partnership communications leads.	Within 2 weeks of each Programme Board	CCG comms lead
Quarterly newsletter	Co-ordinate and lead production of content schedule and draft copy	Issue 1: early March Issue 2: June	CCG comms lead
	C&E working group to sign off schedule	1 month prior to publication	C&E working group
	C&E steering group members to contribute content for newsletter relevant to their work streams	2 weeks before publication	C&E working group
Media & social media	C&E working group to agree activity and appropriate leads (see section 4)	Prior to engaging media	C&E working group
Community engagement events	Format, agenda, speakers, approach and responsibilities to be agreed by C&E working group and added to joint calendar of activity	Prior to agreeing to host any event/meeting/activity	C&E working group

	Papers on timing and content for events to be signed off by Programme Board	Prior to event	C&E working group and Programme Board
	Programme Board to evidence how stakeholder feedback from events and other engagement activity has been considered and influenced plans/changed action taken.	Quarterly You Said, We Did reports	Programme Board, Wellbeing Engagement Lead, CCG engagement team

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Appendix 2 - Communications and engagement roles and responsibilities

Find the roles and responsibilities of members of the communications and engagement working group below. It is anticipated that membership should be reviewed on a monthly basis to ensure there is up-to-date information about representatives from each partner organisation.

Who	Contact details	Role	Responsibilities
Lucy Ing – Senior Communications Manager	07818 484 170 l.ing@nhs.net	NHS Merton CCG Member of C&E working group Leading production of an integrated communications and engagement strategy	<ul style="list-style-type: none"> • Supplying content to maintain an up-to-date web presence • Drafting communications and engagement materials • Ensuring joined up approach to communications and engagement between health and wellbeing work streams
Dave Curtis – Wilson Engagement Lead	020 8685 1771 dave.curtis@merton.gov.uk dave@healthwatchmerton.co.uk	LB Merton Member of C&E working group Community engagement/development of CIC – wellbeing work stream	<ul style="list-style-type: none"> • Planning, delivering and evaluating community engagement activity on the wellbeing work stream • Ensuring joined up approach to communications and engagement between health and wellbeing work streams
Amy Williams – Senior Communications Manager	07818 577 833 amy.williams@property.nhs.uk	NHS Property Services – Wilson Hospital land owners. Member of C&E working group	<ul style="list-style-type: none"> • Contributes to the development of a communications plan and key messages • Supports delivery of communications plan

		Leading on communications activity relating to use of surplus land. Involved communications relating to health and wellbeing facility development.	<ul style="list-style-type: none"> Provides communications materials relating to use of surplus land (e.g. FAQs, briefing materials, media release quotes).
Sue Howson – Project Lead		Overall responsibility for project management – working across organisations Member of C&E working group	<ul style="list-style-type: none"> Providing timely updates to the communications and engagement working group on project progress against timeline milestones to inform activity.
Andy McMylor – Director of Primary Care		NHS Merton CCG Member of C&E working group Project sponsor – health work stream	<ul style="list-style-type: none"> Providing direction to the communications and engagement working group
Amy Potter – Public Health Consultant		LB Merton Member of C&E working group Project sponsor – wellbeing work stream	<ul style="list-style-type: none"> Providing direction to the communications and engagement working group
Michelle Wallington – Communications Lead Merton CCG	michelle.wallington@swlondon.nhs.uk	NHS Merton CCG Communications and engagement – health work stream	<ul style="list-style-type: none"> Overseeing delivery of integrated C&E plan
Abbas Mirza – PPI Manager Merton CCG	abbas.mirza1@nhs.net	NHS Merton CCG Engagement – health work stream	<ul style="list-style-type: none"> Planning, delivering and evaluating engagement activity relating to the health work stream and supporting alignment with the wellbeing work stream.

Sophie Matthews – Website lead MVSC	sophie@mvsc.co.uk	MVSC Website management	<ul style="list-style-type: none">• Updating Wilson campus pages on the MVSC website with content provided by the CCG engagement team.
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