

Item: 23

Title: Activity and Impact Highlight Report

Gweithredu / Action required	For information
Amseru / Timing	Routine
Argymhelliad / Recommendation	Note and agree content
Risg / Risk	Inability to effectively report on, and communicate, our impact will have significant reputational damage in addition to failure to meet our obligations with the Quality and Engagement Act and our Framework Document with our Partnership team within Welsh Government.
Cyllid / Finance	There are impacts on finances in relation to the communication of our impact. This is within budget and accounted for in the forecasts.
Amcan Cynllun Corfforaethol / Corporate Plan Objective	<p>5. Grow and improve as an organisation:</p> <p>Strategic Plan Objectives - We will introduce a communication and PR strategy to increase awareness and understanding of our services, influence, build trust and gain recognition of our role within health and social care.</p> <p>Review our services and make our internal processes better so that we are more efficient and effective, increasing our capacity and maximising the impact of our work.</p> <p>Annual Plan Objectives 24/25:</p> <p>Review our main policies and procedures and update the way we do things, aiming</p>

	<p>to make our organisation even stronger and smarter about how we use our resources to make the biggest difference.</p> <p>Introduce a new communication and PR strategy that will up how we talk about what we do, use new tools and launch impactful campaigns to share our story far and wide.</p> <p>We will tell you about our impact more often, we want to show how we're making a difference in health and social care.</p> <p>We will engage more and better by creating a new engagement framework and introduce and use new tools.</p> <p>We will take part in more national events, respond to important issues and make sure your voice is heard in big decisions by publicising, and responding, to more calls for evidence and consultation responses.</p> <p>Outcomes: Our new communication and PR strategy, alongside a robust engagement framework, will have amplified our voice and impact within the health and social care sector. Success will mean our campaigns and engagements have led to real changes in policies and practices, our influence is clearly visible in improvements across health and social care services in Wales.</p>
<p>Ecwiti, Amrywiaeth a Chynhwysiant / Equity, Diversity & Inclusion</p>	<p>Related Integrated Impact Assessments have been completed.</p> <p>Continuing to develop relationships with underrepresented communities to understand their communication preferences and what matters to them is</p>

	an ongoing piece of work that will flow into development of the engagement and communication approach.
Cyfathrebu / Communications	Please tick one of the following boxes if this activity will have an impact on: Internal: our people <input checked="" type="checkbox"/> External: our customers/partners/stakeholders <input checked="" type="checkbox"/> External: our organisation's reputation <input checked="" type="checkbox"/>
Cymeradwyaeth / Approval/Clearance	Ben Eaton, Director of Strategic Engagement and Communication
Trafodaethau/ Penderfyniadau Blaenorol / Previous discussions/decisions	Regular discussions with, and agreement sought, from Tîm Arwain and the Board on organisational performance and communication, PR and engagement.
Awdur/ Cyflwyno / Author/presenting	Ben Eaton, Director of Strategic Engagement and Communication
Dyddiad / Date	24 July 2024
Cefndir / Background	<p>The Executive Team, Tîm Arwain, and the Board have discussed and agreed our approach to organisational planning, monitoring and delivery. We are in the process of procuring new OKR (Objective & Key Results) software that will enable us to plan, monitor and share our progress against strategic priorities in an easy-to-follow way. The first report from this new approach will be shared with Board in September.</p> <p>In addition we acknowledge that communicating our impact, the 'so what' of our work is vitally important. It is important to people and communities, to partners and to our people. It is a key part of our Strategic Plan, Annual Plan and Communication Plan objectives and will form an essential part of the Engagement Framework (designing engagement for impact & 'closing the loop'). There are improvements to be made in the frequency and depth on which we share our impact.</p> <p>We have developed, used and improved the way we gather, report and share our regional and all-Wales activity relating to our strategic priorities using both the Customer Relationship Management (CRM) system and 'analogue' written reporting.</p>

There are changes needed to this process to more practically support way we demonstrate our activities and impact externally and internally. This is being worked on with the teams and Tîm Arwain, and changes will be made this month.

The attached highlight report is designed to provide the Board with a picture of the level of activity relating to our strategic objectives (1-4), describe the impact of our activity, highlight what we are hearing and how we are taking this forward, to provide assurance.

Executive Team would welcome the Board's thoughts on the approach to the highlight report so it can be refined and improved.

Manylion / Detail

The quarterly impact report highlights our activities and their impact between April and June 2024 in more detail.

On overview:

Engagement (RAG **Green** – On track)

- 4505 people engaged with us through 201 activities, including major events like the launch of our 3-year strategic plan and various community and national events.
- 13 visits to healthcare and social care premises to gather insights and feedback.
- Engaged with 353 different partner organizations and participated in 28 formal meetings to ensure the voices of people and communities are heard.

Key Themes Identified

- **Mental Health Services:** Access is slow and complicated.
- **Autism and Neurodevelopmental Diagnosis:** Long wait times.
- **Service Integration:** Need for more person-focused care.
- **Dental Services:** Difficulty accessing NHS dentistry.
- **Gender Services:** Limited access, especially in rural areas.
- **GP Appointments:** Long waits.
- **Hospital Discharge:** Poor practices.
- **Carer Support:** Insufficient.

- **Planned Treatment:** Long wait times.

Actions taken

- Mental health: Regional projects, meetings with Welsh Government, and input into strategies.
- A&E services: Representation on a range of national policy/development groups, planned work programme for Q3.
- Autism diagnosis: Representation on Regional Partnership Boards.
- Service integration: Awareness and integration plans.
- Dentistry: Research and representation efforts.
- Gender Services: Engagement at events and representations to Local Health Boards.
- GP access: Research and involvement in policy discussions.
- Hospital discharge: Surveys and engagement with carers.
- Carer Support: Research and partnership projects.
- Planned Treatment: Research and discussions with NHS Executive.

Representations (RAG Green – On track)

- At least 105 representations made this quarter to shape services.
- 36 responses to open consultations and 5 to national consultations.

Research

- 7 national and regional research projects underway or completed on topics including dentistry, GP services, and community services.

Complaints advocacy (RAG Green – Manageable level)

- People supported with 2, 569 complaints, with recurring themes matching engagement feedback.

Communications overview

- Growth in social media followers and website engagement.
- Examples of impact include shared learning from complaints, improvements in GP practice, and user representation on advisory committees.

IMPACT

- Our work has led to real-world changes, such as improved communication practices in healthcare, enhanced GP services, and the establishment of an Expert Advisory Committee based on our recommendations.

Next steps in communicating our impact

Over the coming weeks and months there are plans for frequent communication of our impact around the following:

- Launch of the external monthly newsletter detailing our impact – starts 9 August. Summarising impact stories from across all of Wales.
- Pride Cymru – Representations, Policy Positions and Peoples stories to be communicated in a comms cluster (i.e. website articles, social media posts, bought and earned media). Will inform and discuss outcomes with [representative organisations](#).
- Royal Welsh Agricultural Show (in a similar way to Pride).
- Eisteddfod – promotion of our attendance, comms cluster around Welsh Language, the active offer, what we are hearing from people around health and social services and using Welsh Language.
- Digital Inclusion – Raising the profile of digital inclusion issues. Comms Cluster re joining the Digital Inclusion Alliance for Wales and the impact this will have. Joint work with Digital Inclusion Alliance for Wales on digital inclusion.
- Gypsy, Travellers, Roma community work – impact of our work building trusted relationships with these communities to hear their views and what impact that has through our representations.
- Complaints Advocacy Impact case studies
- Case studies from around Wales where we have made a positive difference.