

Norfolk and Waveney Communications & Engagement partnership group

Terms of Reference and activities – July 2021

Chair

Paul Hemingway, Associate Director of Communications & Engagement, Norfolk & Waveney ICS

Deputy Chairs

- Fiona Devine, Director of Communications, Norfolk & Norwich University Hospitals NHS Foundation Trust
- Christine Mawson, Stakeholder and Consultation Manager, Norfolk County Council
- **TBC** – VCSE sector representative

Membership

Name	Organisation
Paul Hemingway	NHS NW ICS
Fiona Devine	NNUH
Chris Walker	QEH
Oliver Cruickshank	JPUH
Vicky Brooke	NCH&C
Clare Weller	ECCH
Isabel Cockayne	NSFT
Karen Mason	CCS
Julie Hollings	East of England Ambulance Service
James Dunne	NCC
Andrew St Ledger	SCC
Sharon Clifton	WNKL District Council
Sharon Page	Norwich City Council
Matthew Barnard	Breckland District Council
Joe Ferrari	North Norfolk District Council
Claire Dyble	Great Yarmouth Borough Council
	Broadland/South Norfolk
Nicola Atter	Norfolk Police
James Dunne	Norfolk Fire and Rescue Service
	Suffolk Police
	Suffolk Fire and Rescue Service
Alex Stewart	Healthwatch Norfolk
Andy Yacoub	Healthwatch Suffolk
Emma Ratzer	Norfolk & Waveney VCSE Assembly
Alan Hopley	Voluntary Norfolk
Emma Edwards	Mental Health Providers Forum
David Button	Older Peoples Strategic Partnership
Emma Edwards	Carers Council for Norfolk
Hannah Reid	Community Action Suffolk
Phil Aves	Lowestoft Rising
TBC	GYROS – Great Yarmouth
Emma Harrowing	Norfolk Chamber of Commerce/Business

Terms of Reference and Activities

Key activities

- Produce a clear communication and engagement strategy/forward plan to be utilised by Norfolk and Waveney ICS partner organisations when communicating and engaging with members of the public. This plan can be updated for different projects and programmes of work to demonstrate how organisations, stakeholders, patients and members of the public are working together to improve health outcomes. Following and working to the plan will ensure:
 - public, patients, stakeholders and organisations are encouraged to share and take ownership of key actions and understand the role they play in effective communication and engagement, in partnership
 - communications internally and externally are coordinated and planned
 - engagement activities are coordinated and planned
 - public, patients and staff groups are signposted to trusted sources of information
 - Norfolk and Waveney ICS partners use a range of communication and engagement channels so people are clear on trusted sources of information and are able to get involved and have their say
- Establish appropriate space on partner websites for key information, links and updates with clear and easy access for patients and members of the public
- Establish other means of communicating updates and engaging with patients and members of the public that do not utilise technology
- Provide assistance when needed to an official spokesperson / assist with statements or key pieces of work released from Norfolk and Waveney ICS partner organisations, voluntary and community sector groups
- Regularly consider strategy to manage the flow of information and share updates from each organisation perspective

Key inputs and outputs

- Support the ICS partnership board by providing joint pieces of work for consideration and updates
- Public, patients, staff and partner organisations are provided accurate, clear and timely information that is consistent and reliable
- Staff and managers are aware of their own personal responsibility in relation to communicating and engaging effectively with patients, members of the public and are encouraged to do this
- Multiple opportunities are available, supported by all partner organisations for patients and members of the public to have their say

Meeting format

- 2 hour meeting, every six weeks
- Steered by an agenda, populated at the end of each meeting for the next (to develop set, planned agenda items/topics of discussion at future meetings)
- Review of actions
- 45 minutes – planned agenda items for discussion, pieces of work in partnership
- 45 minutes – updates from partner organisations – key pieces of work they have/about to launch, opportunities for partner involvement, quotes, support
- 15 minutes – other business, planning for ICS partnership board meetings

Sub-groups reporting into Norfolk and Waveney C&E group (will evolve)

- Children and Young People

- Ageing Well
- Mental Health

Communication methods (between partners and organisations)

- Attendance at monthly meetings, including virtual meetings
- Email
- MS Teams

Key asks from partner organisations

- Attendance at monthly meetings, including virtual meetings
- Identify a deputy that can attend – vital all organisations attend and input into the meetings to get the most from partnership communication and engagement opportunities.