

THE BRIEFING

For members of the Public Sector Management Network
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Public Sector Management Network

In this edition of The Briefing I am glad to update you on progress of this year's Top Team event. To date we have had in excess of 20 teams register to enter the competition with more enquiries daily. It is pleasing to see that we have had entries from different parts of the public sector and a number that are from cross sector partnerships. I have again attached the leaflet on how to enter this event with a closing date of the 17th September 2004.

Norman Broadbent International are in the process of hosting and re-design of the new Public Sector Management Network website. More on this exciting new development will be detailed in our next briefing due out in early October 2004, when we hope to launch the new site.

Also included in this edition is news on our next Policy Net, facilitated by Steve Loraine looking at how to achieve performance improvement. There are also details of a conference event organised by CAPITA.

Enjoy this edition of The Briefing and the rest of your summer holidays.

Noorzaman Rashid
Chair of the Management Network

TOP TEAM 2003

Conwy & Denbighshire NHS Trust

EXECUTIVE SUMMARY

The Conwy & Denbighshire NHS Trust believes in not only keeping its patients and members of the public informed about the Services it provides, but also in involving them in the way its services are developed and delivered. To achieve this, two major projects have been undertaken to provide a platform for developing patient and public involvement in the future, and the Trust is now successfully engaging with a cross-section of our local community. So how was this achieved, and what are the plans for the future?

Brief description of the project

In 2002, and August 2003, the Trust took a 'Health Fair' out into the community. The Health Fair consisted of interactive displays, (including a computerised 'Health Information Kiosk'), and display boards giving a range of information from 'where we are and what we do there' through to career opportunities. The display was based on a specifically designed booklet. Give-aways proved popular, including 'bugs' for the children, as was the Blood Pressure testing for adults. Medical Staff were available to

give general advice. As part of the Health Fair, questionnaires were given to the public to solicit comments. By ticking a box some members of the public expressed their interest in public involvement projects. From some of these applicants a patient's group was formed – now called “Connection”.

Staff were kept informed of the Health Fair, both before and after, through the staff magazine ConnectedD. The Trust Team Briefing process was also used to promote the initiative.

For the public, the accompanying booklet to the Health Fair received wide distribution (20,000 copies) to Community Health Councils, libraries, GP Practices and all public areas of the Trust, such as clinics. To advertise the health fair, an active poster campaign was carried out. The project also had heavy media involvement which came from one particular Newspaper Group agreeing to sponsor the ‘Patient Questionnaires’ by a free prize draw for a weekend break into which all returned questionnaires were entered.

The key objectives of the Project

Most Trusts hold ‘Public Meetings’ to promote services. The ‘Health Fair Team’ felt it was more user-friendly and positive to connect directly with people, rather than expect people to come to us. A busy shopping precinct and sports/leisure centre were visited, to reach as many members of the public as possible.

‘Connection’ was formed to enable staff to obtain the perspective and views of service users when reviewing or developing services or looking at specific service changes. The group also decide which

members will be co-opted onto Trust committees/working groups already running, and are involved in reviewing patient information and policies, helping develop new services and providing invaluable input on current services.

Outcomes

By connecting with our community the Trust has been able to inform the people in our catchment area about the services we provide and explain how the Trust functions. This openness engenders a feeling of confidence with people who may already be using our services, and breaks down barriers and builds relationships with those who may use our services in the future.

The Health Fair Team managed to reach out to many thousands of people and was able to recruit some to help us develop services further through their direct participation.

Through this further participation the Connection Group has written up their own work plan for the year and this has included working with staff on Trust committees and working groups looking at areas like Adult Medicine, Patient Information Leaflets and improving Pain Management Services.

The Connection Group meet on a bi-monthly basis to feedback on their work and achievements to date and are available to be accessed by staff groups should a particular issue need their patient perspective.

CONCLUSION

This initiative has proved an excellent demonstration of multidisciplinary team

participation with our community, helping us to inform our community and involve them in helping us develop services. It has been so successful that public and patient involvement will be escalated and will become an integral part of our planning process in the future. Internally, and by working with our partners, strong teams have been formed which will enable us to deliver a 'joined-up' health service.

POLICY NET

DELIVERING REAL PERFORMANCE IMPROVEMENT

The Public Services Management Network is pleased to announce the latest Policy Net which will be facilitated by Steve Loraine.

This Policy Net will focus on how Public Sector organisation can achieve performance improvement that can be sustained within the organisation.

Further details of this Policy Net with information on how to apply are attached with this edition of The Briefing; again please feel free to circulate this information to colleagues in your organisation. If you require any further information then contact Warren Tonks on 07709 049551 or e-mail warrentonks@hotmail.com

CAPITA CONFERENCE

CAPITA are organising a conference in Central London on 30 September 2004 entitled **Current Issues in Local Elections**.

The Public Sector Rate is £399 per person.

The key note speakers include

David Monks, Huntingdonshire District Council

Professor Colin Rallings, LGC Elections Centre

Dr Roger Mortimore, MORI Social Research Institute

Nicole Smith, The Electoral Commission

Ken Ritchie, Electoral Reform Society

This 4th annual Capita "Current Issues in Local Elections" conference has been researched and designed to examine the issues surrounding public engagement and electoral turnout by exploring the new methods of voting that are being introduced and by discussing new and innovative ways to engage public interest and involvement in local politics. With a turnout of 40% in the June 2004 local elections, there is undeniably a need to improve the accessibility and efficiency of the electoral process. New methods of voting are a vital component in this and in his keynote presentation, **Professor Colin Rallings** from the LGC Elections

Centre at the University of Plymouth will present his analysis of the 2004 combination and postal voting pilots. The outcome of The Electoral Commission's Review on Postal Voting, which is due to be published prior to this conference, will also be discussed.

Chaired by **David Monks, Chief Executive of Huntingdonshire District Council and Chairman of the SOLACE Electoral Matters Panel**, this conference will explore:

- The lessons to be learned from the 2004 local elections
- The public's perception of voting reform
- The limitations of alternative methods of voting
- Introducing young people to the democratic process
- Reaching and representing minority ethnic voters
- Should convenience be at the expense of confidence and security?
- Tackling postal voting fraud
- The Electoral Commission's Review of Postal Voting - September 2004

For more details contact Daniel Donnelly at Daniel.Donnelly@Capita.co.uk or visit the CAPITA website at <http://www.capita-ld.co.uk/conferences/>

TOP TEAM 2004

The Public Sector Management Network is pleased to announce the launch of Top Team 2004, which will be looking to showcase examples of excellent team working within public sector and related partnership organisations. The closing date for teams to submit their entries will be Friday 17th September 2004 with the shortlisted teams progressing to a final which will be held in London on the 29th and 30th November 2004.

Again a cash prize of £2,000 will be paid to the winning team with all finalists featured on IDeA's Knowledgenet site www.idea.gov.uk/knowledge

Leaflets producing all of the information of how to participate in this year's event are included with this edition of The Briefing. *For further information on how to register a team then please contact Warren Tonks on 07791 177831 or warrentonks@hotmail.com*

CONTRIBUTIONS TO THE BRIEFING

If you would like to forward any articles, diary dates or requests for information, then please forward to Warren Tonks, Local Government Management Network, 20 Hazel Drive, Wythall, Birmingham B47 5RJ or warrentonks@hotmail.com

You can also access the Networks website at www.lgmn.org.uk