



The Sussex People's Panel Update Report

January 2020

1. Introduction

In early 2019, NHS England awarded funding to the CCGs within the Sussex and East Surrey Sustainability and Transformation Partnership (STP) to run a People's Panel (formerly known as the Citizen's Panel) across the Sussex-wide STP footprint, in collaboration with the Sussex Health and Care Partnership.

The People's Panel aims to hold an online membership of over 1100 Sussex residents in the first instance, gradually increasing as the project progresses, which is representative of our local population. An online survey on a topic or service from within the Sussex Health and Care Partnership will be sent to participants every 2 months starting in December 2019.

The People's Panel will enable us to increase our reach to people who would not normally take part in our traditional engagement work, with a greater focus on hearing from people of working age and those from our seldom heard communities, such as the BAME and LGBTQ+ communities.

One great success that is already emerging from the formation of the Sussex People's Panel is the great amount of interest it has already generated with our commissioners, services and partner organisations within the Sussex Health and Care Partnership. Many service leads and commissioners have already approached our team to find out ways in which they can utilise the panel in order to engage with a whole new cohort of people on their experiences of using local services.

Steering Group Formation

In April 2019, a steering group for the Sussex People's Panel was established, comprising of CCG Patient and Public Engagement staff, CCG Lay Member for Patient and Public Participation, Healthwatch, Public Health and local authority colleagues.

The group agreed a specification to go out to the market to find a provider to carry out the recruitment of the initial panel members and support the progress of the project in its infant stages of development.

To ensure the budget allocated was used in the most cost effective way, the process was broken down into four key elements:

1. Recruitment of the panel
2. Management software for segmentation and targeted engagement
3. A tool for designing and sharing online surveys
4. Maintenance of the panel (“top up” recruitment in place of drop outs and inactive participants – in house resource)

The steering group will continue to meet every 2 months to decide on topics, themes, reporting styles, messaging to be sent to the panel members and help guide the project in the right direction of travel, ensuring it is representative of the Sussex Health and Care Partnership.

2. Procurement

In June 2019, a number of companies were directly approached to carry out recruitment of the People’s Panel members, having been identified through other CCGs, and online research. The recruitment and marketing companies approached were asked to breakdown the cost for each component. Two software companies that were recommended by other CCGs were also approached to provide a quote for software and survey management.

Findings suggested that using an external organisation to establish the citizen’s panel and support the first 12-24 months of surveys would be the most cost effective option. The option to bring the e-panel “in-house” in the future using survey software and a database was appealing, therefore one of the expectations laid out in the EOI was the need for data to be Excel compatible in order to export the information at a later date.

In August 2019, the provider chosen to work with us on the recruitment of the People’s Panel by the CCG’s Executive Management Team was agreed to be Civica Engagement Solutions (formerly known as MES), who had a strong application and history of carrying out this type of work.

Across October and November 2019 in Sussex, the provider has recruited a panel of 1100 people (focusing on people we seldom hear from, including younger adults and people who are included some of the protected characteristic groups) who can provide a voice for people less likely to engage via our more traditional channels, such as public meetings or newsletters, about health and care issues.

3. People’s Panel Launch and Survey Topics

During the most recent Steering Group meeting in early December 2019, topic suggestions for the first survey were discussed at great length. It was agreed that the surveys for the People’s Panel need to be relevant for the entire Sussex Health and Care Partnership membership, and not just focussing on the NHS, which will be adhered to throughout the project.

The first survey topic, agreed by the steering group, is ‘How do you best look after you’. This survey is exploring both self-care, which is about helping people to understand how to better take care of their own physical health and mental wellbeing confidently and to know where and when to go for help and advice should they need it, and people’s experiences of accessing services locally.

The first survey went live at the end of December, running until the end of January when a report of the collated responses will be reported on and fed back to the panel members, steering group, relevant commissioners and services and made publicly available.

4. Timeline of activity

Below is a timeline of activity to date, and projected objectives for the next 6 months.

Deadline	Activity	Status
Early 2019	NHS England awarded the Sussex STP funding to run a Citizen’s Panel, renamed ‘The Sussex People’s Panel’	Complete
April 2019	Steering Group has been established, comprising of CCG staff, CCG Lay Member for Patient & Public Participation, Healthwatch, Public Health and Local Authority colleagues	Complete
June/July 2019	Procurement of provider to carry out recruitment of the People’s Panel members. Civica Engagement Solutions (CES - formerly known as MES) were appointed in August 2019	Complete
Oct/ Nov 2019	CES have recruited a panel of 1100 people across Sussex	Complete
Dec 2019	Steering Group met in early December and decided the theme for the first survey topic, focusing on self-care and accessing services locally. First survey has been launched at the end of December, open until end of January 2020.	Complete
Jan 2020	Demographic data of panel membership to be reported on, including detail of geographical spread, and comparison of protected characteristic data against local population data	In progress
Early Feb 2020	Steering Group to meet and decide next survey topic, analyse demographic data of panel membership, and identify gaps in the representation of the local population across Sussex and in each CCG area.	In progress

Mid Feb 2020	Produce report of collated responses and findings from the first survey. Feed back the results to the panel members, steering group, relevant commissioners and services and the wider public.	Outstanding
End of Feb 2020	2 nd survey to be sent out to the panel members (open for 3 weeks)	Outstanding
End of March 2020	Data and responses from the second survey to be collated and analysed First draft of report to be created, to be finalised for April's steering group meeting	Outstanding
Early April 2020	Steering Group to meet and discuss findings of the report. Steering Group to agree the next topic and survey questions Findings to be fed back to panel members	Outstanding
Mid April 2020	3 rd survey to be sent out to the panel members (open for 3 weeks)	Outstanding
Mid May 2020	Data and responses from the third survey to be collated and analysed First draft of report to be created, to be finalised for May's steering group meeting	Outstanding
End May 2020	Steering Group to meet and discuss findings of the report. Steering Group to agree the next topic and survey questions 6-month report to be created on findings, successes, challenges and recommendations. Panel membership demographics to be analysed, and a further recruitment drive is to be carried out targeting groups and communities that are under-represented in the panel.	Outstanding

5. Potential Risks and Mitigation

Potential Risk	Mitigation
Potential low rate for survey take up, and the fall out of members on the panel across the next 12 months.	<p>We plan to have an open application policy to the People's Panel, which means that interested members of the public will be able to join the panel at any time via a link on the CCGs website, which will go some way towards mitigating against recruited panel members leaving.</p> <p>Regular recruitment drives will be carried out, including at engagement events and activity already taking place by the CCG Public Involvement teams, and through targeted recruitment throughout the project.</p>
The demographic make-up of panel membership does not reflect that of the local population	The demographic make-up of panel members will be regularly reviewed, reported on and compared to local population data at county-level, as well as more local within each CCG area. The Public Involvement team and Sussex Health and Care Partnership organisations will continue to carry out targeted recruitment to ensure the membership reflects the local population.
CCG staff uptake and ability to navigate the Engage System.	Training more staff on the engage system, ensuring steering group are kept up to speed, briefing internally.
The People's Panel is potentially not reflective of the entire Sussex Health and Care Partnership, as it is CCG-led.	Ensure there is full representation of Sussex Health and Care Partnership organisations on the steering group, gaining advice and guidance from members on ensuring the survey content is relevant across partner organisations and not just NHS-focussed.

6. Next Steps

- Work closely with commissioners and services to enhance and complement existing engagement methods in order to hear people's experiences of using local services and how to improve on service provision for all
- Continue to develop the steering group to oversee and guide the project
- Produce reports every 2 months following input from surveys with findings, recommendations and 'you said, we did' updates
- Develop ways to continue the momentum of the People's Panel, ensuring there is a constant flow of new members being recruited across the next 12 months and beyond
- Ensure sustainability of the project following the initial 12-month funding period