

**Black Country and West Birmingham Governing Bodies  
10 September 2019**

**Agenda item 9**

<b>TITLE OF REPORT:</b>	<b>Communications &amp; Engagement Plan</b> Black Country and West Birmingham Clinical Commissioning Groups Merger or Continued Collaboration.
<b>AUTHOR(s) OF REPORT:</b>	Laura Broster
<b>SENIOR RESPONSIBLE OFFICER:</b>	Accountable Officers
<b>PROGRAMME MANAGER:</b>	Deborah Rossi
<b>PURPOSE OF REPORT:</b>	As part of the journey towards a strategic commissioner, the Black Country and West Birmingham CCGs have agreed to seek the views of stakeholders on the options for continued collaborative work or merging.  This paper sets out the communications and engagement plan for this, along with the key messages proposed for the listening period in October.
<b>ACTION REQUIRED:</b>	<input checked="" type="checkbox"/> <b>Decision</b> <input type="checkbox"/> <b>Assurance</b> <input type="checkbox"/> <b>Information</b>
<b>KEY POINTS:</b>	<ul style="list-style-type: none"> <li>• The plan details the steps we will take to ensure stakeholders have opportunity to influence our proposals for a strategic commissioner</li> <li>• There are draft key messages which we hope to use in a listening exercise during October to further inform this plan</li> <li>• The question we are hoping to explore with stakeholders is, <b>‘if we move to a single CCG what would good look like?’</b></li> <li>• The Governing Bodies of the 4 CCGs want to hear stakeholder views to inform a formal consultation process</li> <li>• The feedback given during the listening period will go to CCG Governing Bodies in November</li> <li>• A decision will then be taken as to whether to proceed to formal consultation on any proposal to merge the 4 CCGs</li> </ul>
<b>RECOMMENDATION:</b>	Governing Bodies are asked to: <ol style="list-style-type: none"> <li>1. Endorse the Communications and Engagement plan</li> <li>2. Give approval to seek views of stakeholders using the key messages in appendix 4 of the plan</li> </ol>
<b>KEY IMPLICATIONS:</b>	<ul style="list-style-type: none"> <li>• Risk – a number of high level risks have been identified,</li> <li>• Finance – there is opportunities to achieve greater commissioner efficiency</li> <li>• Quality – there is greater opportunity to achieve system level</li> </ul>



	<p>improvements</p> <ul style="list-style-type: none"> <li>• Patient and Public Involvement – engagement activities are outlined</li> <li>• Equality and Inclusion – a full impact assessment is required</li> <li>• Legal - to be confirmed</li> <li>• HR &amp; Organisational Development</li> </ul>
<b>CONFLICTS OF INTEREST MANAGEMENT:</b>	All Governing Body members are directly conflicted.
<b>LINK TO TRIPLE AIM OPPORTUNITIES WITHIN THE BLACK COUNTRYSTP CLINICAL STRATEGY</b>	
<b>1. Better Health</b>	Consistent system level commissioning leadership, and local level integrated care. – resulting in effective population health priorities and local delivery/management.
<b>2. Better Care</b>	Consistent system level commissioning leadership, planning and approach to quality. Focussed on local delivery/management via local integrated care models.
<b>3. Better Value</b>	System and local control totals. Greater efficiency of running costs, increase in frontline care and improved quality.

