

Board of Directors

Report

Subject: Engagement Strategy
Date: 30th April 2015
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Executive Summary

Scoping work on the development of a staff engagement strategy commenced in January 2015. It is important to understand staff engagement that is currently in place both formally and informally and meetings have taken place with managers to discuss this. It was encouraging to hear of areas of engagement happening throughout the Trust e.g. regular award ceremonies i.e. Staff Excellence, Star of the Month, Nurse of the Year, plus drop in sessions, departmental staff newsletters, comm cells, focus groups to improve services and Divisional Senior Managers briefings. However it is clear that there is little consistency across the Trust in terms of staff engagement and in times of conflicting demands this becomes less of a priority.

Employee feedback was also gathered and analysed from various sources including the Staff Survey, Stress Focus Groups, Friends and Family Test and Health and Wellbeing survey. Recurrent themes include lack of communication, not feeling supported by management, lack of recognition, senior management not being visible in clinical areas and not understanding how their roles relate to overall Trust objectives.

An Engagement Strategy is currently being developed with clear aims for managers and employees. There will also be an Engagement Policy to support the strategy outlining the commitment to engagement and responsibilities of all Trust employees. These documents will be drafted for May's Trust Board meeting.

Once the Engagement Strategy and Policy have been finalised, a plan to communicate these documents will be formulated which could include briefing sessions to highlight the importance of engagement and how it can link to Trust objectives. It is anticipated this will be ready to launch mid-2015.

A Reference Group will be formed to inform the development of wider staff engagement mechanisms.

A toolkit to underpin these documents will be created to assist managers with engaging with their staff in line with the Engagement Strategy and Policy. This will include ideas of how to engage with staff, plus outline some current Trust schemes e.g. Divisional presentation of staffs Milestone Award Certificates (consistency in this engagement event is delivered throughout the Trust is required). It is anticipated the toolkit will be ready to launch in Autumn 2015.

Recommendation

The Board of Directors is asked to note the progress in relation to the production of an Trust Engagement Strategy

Relevant Strategic Priorities (please mark in bold)

To consistently deliver a high quality patient experience safely and effectively	To develop extended clinical networks that benefit the patients we serve
To eliminate the variability of access to and outcomes from our acute services	To provide efficient and cost-effective services and deliver better value healthcare
To reduce demand on hospital services and deliver care closer to home	

How has organisational learning been disseminated	N/A
Links to the BAF and Corporate Risk Register	
Details of additional risks associated with this paper (may include CQC Essential Standards, NHSLA, NHS Constitution)	
Links to NHS Constitution	
Financial Implications/Impact	N/A
Legal Implications/Impact	N/A
Partnership working & Public Engagement Implications/Impact	N/A
Committees/groups where this item has been presented before	None at present
Monitoring and Review	Monitoring of the Engagement Strategy will commence once the Strategy is finalised and published
Is a QIA required/been completed? If yes provide brief details	No