



Gloucestershire Hospitals
NHS Foundation Trust

Engagement and Involvement Review

2023 – 2024

Building Bridges, Building Health:
A Year of Engagement and Partnership

the Best Care
for Everyone
care / listen / excel



Welcome to our Engagement and Involvement Annual Review

We are passionate about involving local people in designing, developing, and improving health care. Engagement is at the heart of the Trust’s approach to building relationships with communities and hearing directly from patients, their families, and local people. We believe that this is a powerful way to improve access to services and achieve better outcomes and experience of care. We work in partnership with other organisations across Gloucestershire and under the umbrella of the One Gloucestershire “Working with People and Communities Strategy.”

Over the past year, we have undertaken a wide range of work including improving uptake rates in cervical screening in South Asian communities and improving the care of vulnerable and homeless people in our Emergency Departments.

Our Young Influencers provide a great example of how young people themselves can provide direct and actionable feedback on how services can be improved. They visited our Children’s Emergency Department at Gloucestershire Royal Hospital and have made a set of observations to the department and patient experience team. They are also building a relationship with other community youth organisations to increase the reach of young voices being heard by the Trust.

We are grateful to the Gloucestershire Hospitals charity for providing start-up funding for our community outreach worker and having the confidence to allow us to prove its worth. With their support, we have now been able to extend our resources to fund a small core team of community support workers with a big reach.



Bryony Armstong

Public Governor for Cotswolds
Chair of GHFT Young Influencers Group



Deborah Evans

Trust chair

Executive Summary

“Great things are not done by impulse, but by a series of small things brought together”

Vincent Van Gogh

Our annual review celebrates not just some of our achievements, but the cornerstone of all our work – collaboration. We believe that building and maintaining strong relationships between our services and the communities we serve, improves the quality and access to health and care services.

In 2023 we celebrated the 75 Windrush anniversary, many of whom dedicated their lives to building our communities and our health system. We also celebrated the NHS 75 anniversary, with a range of community and staff events to mark the occasion, and provided the opportunity to reflect on the incredible work that has been achieved together.

Working in partnership with our community isn't simply a box to tick; it's the key to unlocking better health outcomes. By understanding the needs for local people, we can transform our services and empower communities to focus on what matters most to them, helping to shape how healthcare is delivered for everyone.

This report explores our engagement and involvement work over the past year, outlining some of our achievements, our challenges and the future priorities the next 12 months. We have also continued to improve our Engagement and Involvement Tracker, providing a roadmap for how we work and demonstrating the impact it has had and how it has influenced how we work.

Executive Summary

Although our work to strengthen how we involved communities began just before the pandemic, our biggest impact has been seen following the introduction of our community outreach project from early 2022, funded by NHS Charities Together. This has made a huge impact in how we can support and listen to so many local people and communities and transformed how we do this.

Our work has played a pivotal role in helping people who live in some of our under-served communities to access essential health and care support. This has been done in partnership with other local organisations and groups across Gloucestershire and we know it has improved the lives of many people, who may sometimes be at risk of not being picked up by health and care services.

We are also delighted this year that the Chair of our Young Influencers was elected to the Council of Governors and that the group has continued to develop and provide learning opportunities and improvement for key services, including the new Children's Emergency Department.

The Trust also hosted visits over the last 12 months, including the Prime Minister, Rishi Sunak, who visited our new Chedworth Surgical Unit and theatres at Cheltenham General Hospital and HRH Princess Royal Visit who visited the Stroud Maternity Unit. These visits provide an opportunity for staff and partners to proudly show the work they do and how they provide care for local people.

Executive Summary

Highlights of our engagement and involvement programme during 2023/24 include:

- ✓ Collaboration in partnership with ICB to film a Bowel Cancer Screening Film.
- ✓ Community Collaboration with Mindsong.
- ✓ Community-Led Health Research:
- ✓ Young Influencers
- ✓ Development of new Audio Guides in partnership with the Gloucestershire Sight Loss Council to improve navigation and access across our hospitals.
- ✓ Continued partnership with Inclusion Gloucestershire and Healthwatch Gloucestershire to focus on key issues that matter to local people and communities, ensuring greater collaboration;
- ✓ Continued to support and engage the 2,000 members of the Trust, with regular newsletters, public events, and Annual Members Meetings;

The Trust is part of the One Gloucestershire Partnership, which is made up of other health, social care and Voluntary and Community Sector (VCS) organisations. One Gloucestershire has a really important 'Memorandum of Understanding' with our VCS partners – reinforcing how we will all continue to work together for local people.

We want local people to help us design, develop and improve services by sharing their views and experiences and we believe the people we listen to and involve need to reflect the communities we serve. We know that many people are often not heard and to ensure our services meet the needs of everyone, we work creatively and accessibly to reach those whose voices are too often ignored or not sought.

The support of local people is crucial for the success of our work, and we are grateful for the valuable feedback, innovative ideas, and unique perspectives that help shape our services and how we work.

Who we are and what we do

We are an NHS Foundation Trust of over 9,000 staff, providing care for the population of Gloucestershire and neighbouring counties.

The Trust provides acute hospital services from two large district general hospitals, Cheltenham General Hospital and Gloucestershire Royal Hospital. We also provide Maternity Services at Stroud Maternity Hospital and a range of outpatient clinics and some surgery services from community hospitals throughout Gloucestershire.



Gloucestershire Royal Hospital



Cheltenham General Hospital



Stroud Maternity Hospital

Our visions and values

Our vision is to provide:

the Best Care for Everyone

This is our guiding principle and shapes the way we work in partnership with our communities.

We care about what we do and believe our work matters to local people. We pride ourselves on our compassionate culture, which is underpinned by our three core values:

caring



We care for our patients and colleagues by showing respect and compassion

listening



We actively listen to better meet the needs of our patients and colleagues

excelling



We strive to excel through learning, and we expect our colleagues to do and be the best they can

Our commitment to engagement and involvement

Why is engagement and involvement important?

Our colleagues, patients and communities are at the heart of our ambition to deliver the best care for everyone. By actively listening to those who use and care about our services, we can better understand diverse health and care needs and respond accordingly.

We are committed to embedding engagement and involvement throughout our hospitals.

Our goal is to ensure that the voices of patients, carers, and colleagues are continually heard and that they shape our decision-making process. We strive to make our organisation a great place to work and receive care.

What are we doing?

What will we achieve together?

By working together, we can make better decisions and we will be able to:

Improve the quality of care and services;

Improve patient safety;

Improve colleague and patient experiences;

Shape services around what local communities tell us that matter most to them;

Attract, recruit and retain the best staff to the Trust;

Support and celebrate the diversity of our local community in promoting healthy living

An introduction to Gloucestershire

Gloucestershire is a county of unparalleled beauty, boasting enchanting hamlets, picturesque towns, and stunning landscapes that include ancient forests, two iconic rivers, and three Areas of Outstanding Natural Beauty.

Beyond its natural splendour, Gloucestershire embraces a rich cultural diversity and history, blending rural and urban communities where over 100 languages are spoken. At Gloucestershire Hospitals NHS Foundation Trust, our team of over 9,000 colleagues represents more than 75 nationalities, fostering a dynamic blend of cultures and expertise that enhances the care we provide.

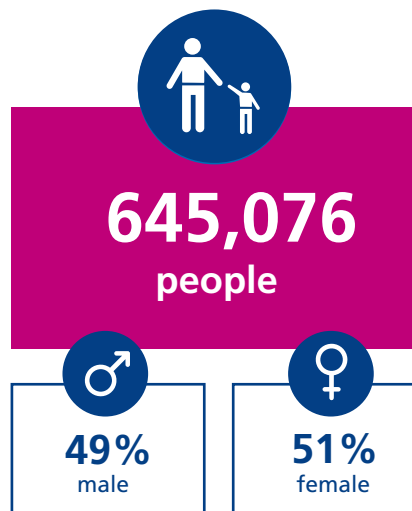
Collaborating closely with partners and local communities, the Trust is dedicated to enhancing health and well-being while ensuring equitable access to services. Recent census data highlights ongoing health and community challenges, which we are committed to addressing through collaborative partnerships.



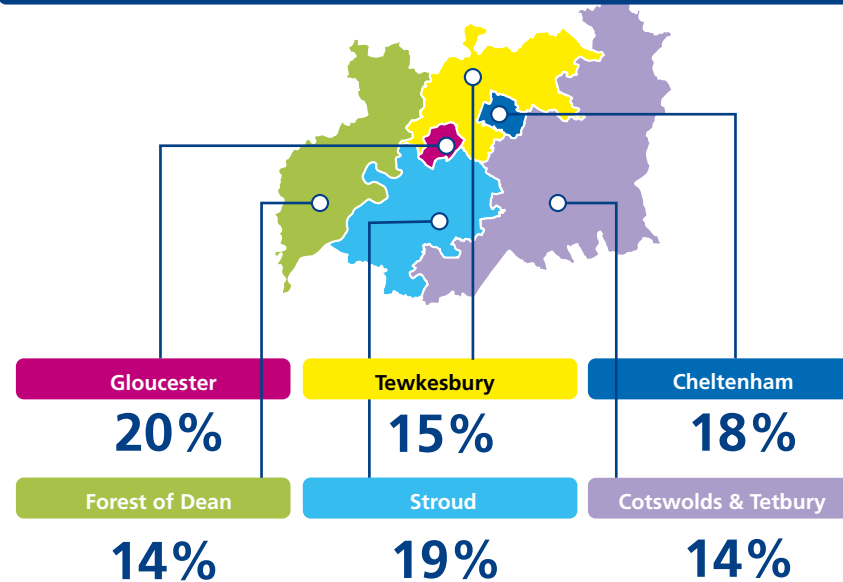
Key statistics on Gloucestershire

For more information on the health and wellbeing of Gloucestershire visit <https://www.gloucestershire.gov.uk/inform/>

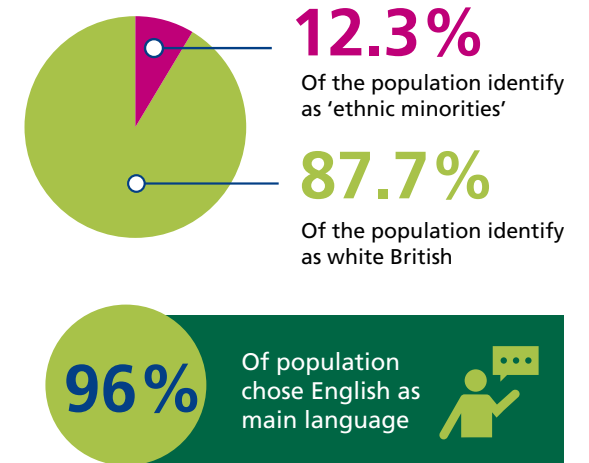
Total population: 2021



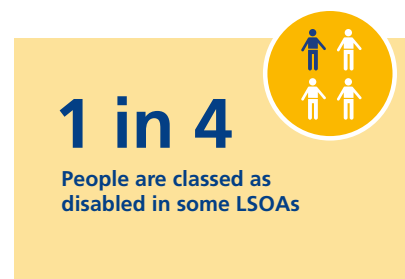
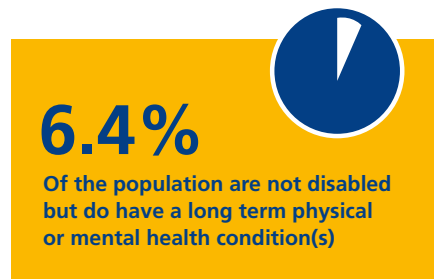
Population distribution of Gloucestershire, 2021



Ethnic groups and language

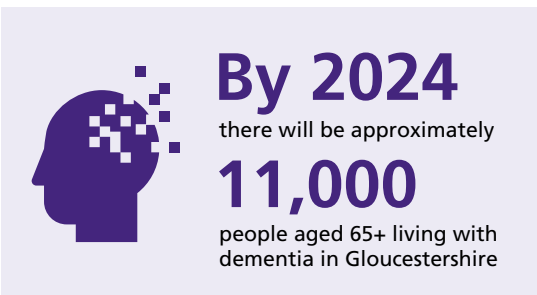


Disability



Diseases

Based on estimated projections



Key statistics on Gloucestershire

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Country of birth: Proportion of 2021 population



90%



Europe (Non-UK)

5%



Africa

1.4%



Middle East and Asia

2.3%



The Americas and the Caribbean

0.9%



Antarctica, Oceania and other

0.3%



Is the country where the highest number of non-UK people were born



People not born in the UK

40%

Increase in the non-UK born population between 2011-21

**Who do we
engage and
involve?**

Who do we engage and involve?

Our [Engagement and Involvement Strategy](#) outlines how we want to engage and involve people in shaping our plans to improve services and listen to what matters to our communities.

By continuing to build relationships and collaborative work with our partners we can coordinate services better, and plan care in a way that improves population health and reduces inequalities.

In Gloucestershire, we are now part of a new Integrated Care System, bringing together NHS organisations, councils, Healthwatch, charities and the community, voluntary and social enterprise sector (third sector) with the shared aim of improve the health and wellbeing of local people.

By continuing to build our relationship and work with our partners we can coordinate services better, and plan care in a way that improves population health and reduces inequalities between different groups.

The way in which we engage and involve people is at the heart of this work, and a cornerstone of this was in the codesigned ICS 'Working with People and Communities' strategy, which was further supported by the ground-breaking Memorandum of Understanding with VCS partners – cementing how we will all continue to work together for local people.

To support the way in which we work, ['Get Involved in Gloucestershire'](#) was established and is an online participation platform for people to share views, experiences and ideas about local health and care services.

We remain committed to work in partnership to make it easier for people to share their experiences and enable a wide range of approaches to ensure we can listen to the voices from our vibrant and diverse communities.



Who we engage

The diagram details our stakeholders



Who do we engage and involve?

Our partnership with the Voluntary, Community and Social Enterprise Sector (VCSE) and Healthwatch helps provide vital insight and reach into groups with particular needs across our communities so that our services are accessible and responsive to all.

We are continually strengthening how we can engage and involve local people to ensure what matters to them is used to influence decision making.

There are lots of ways people presently share their experiences and are actively involved and engaged in shaping local health services in Gloucestershire, including:

Elected and appointed Governors

Trust Membership

Get Involved in Gloucestershire

[🔗 getinvolved.glos.nhs.uk/](https://getinvolved.glos.nhs.uk/)

Gloucestershire Voluntary and Community Sector Alliance

Young Influencers

[🔗 www.gloshospitals.nhs.uk/about-us/support-our-trust/our-youth-group/](https://www.gloshospitals.nhs.uk/about-us/support-our-trust/our-youth-group/)

Online patient experience websites, including NHS Choices and Care Opinion

[🔗 www.careopinion.org.uk/services/rte](https://www.careopinion.org.uk/services/rte)

NHS Friends and Family Test questions

[🔗 www.gloshospitals.nhs.uk/contact-us/friends-and-family-test/](https://www.gloshospitals.nhs.uk/contact-us/friends-and-family-test/)

Patient Advice and Liaison Service

[🔗 www.gloshospitals.nhs.uk/contact-us/patient-advice-and-support/](https://www.gloshospitals.nhs.uk/contact-us/patient-advice-and-support/)

Directly with our complaints, concerns and customer service team

Healthwatch Gloucestershire

[🔗 www.healthwatchgloucestershire.co.uk](https://www.healthwatchgloucestershire.co.uk)

Engagement on social media

Patient Stories

Through engagement activities and events

Attendance at Trust Board and Annual Members Meeting

Participation in our Fit for the Future engagement

[🔗 https://getinvolved.glos.nhs.uk/fit-for-the-future-2](https://getinvolved.glos.nhs.uk/fit-for-the-future-2)

We recognise that there is more we can do to increase opportunities for meaningful involvement and to ensure this reflects the diverse communities we serve. We continue to learn so we can be more innovative, and resourceful in how we engage people to improve experience for both patients and colleagues.

The impact of involvement and engagement over the last year.

The Trust is directly involved in a wide range of projects in partnership with local communities and the impact of this work has been mapped with the introduction of our Community Engagement Tracker. Outlined below are just some of the highlights from the last year and the full scope is available in our Engagement Tracker.

Community Engagement Tracker

The Team uses the Community Engagement Tracker, which is designed to systematically track and analyse community interactions to improve services and foster meaningful relationships with stakeholders, facilitating data-driven decision-making and evaluating engagement efforts.

It focuses on directing community members to Voluntary, Community, and Social Enterprise (VCSE) groups, building local relationships, and enhancing healthcare services based on community feedback.

Between April 2023 and March 2024, The Community Engagement Team engaged with over 13,000 people, which was achieved by being involved with and attended 70 community group events and activities. This work has helped in increase access to VCSE services, improved access and attendance to health appointments, and improved access to healthcare information. Success is measured through engagement metrics and data analysis, and the insights directly help to change how our services work, ensuring the understand what matters to local people and communities.

Our improvement comes from regularly reviewing the feedback and supporting communities, all aligned with the Trust values to ensure meaningful engagement and quality improvement across the Trust.

Find out more here [🔗 Engagement and Involvement Tracker](#)



Voices of Our Community: A Look Back at the Stories that Define Us

Refugees and Asylum Seekers Group

A Syrian woman who came to the UK as a refugee with her young family shared her deeply personal and challenging experience. During her labour, she struggled without a close family member or interpreter present. From her previous experiences with her two older children, she anticipated complications, but she was unable to communicate this to the maternity staff. The medical team, unaware of the issues she foresaw, did not initially address her concerns.

Eventually, she received emergency treatment, but only after considerable distress and effort to make her voice heard. Despite her attempts, she felt unheard and unsupported during this critical time. With support from the Trust Community Engagement Team, her experience was brought to the attention of the Director for Safety and Medical Director, the Deputy Chief Executive, and the Chief of Service for Women’s and Children’s. They escalated her concerns, ensuring that her experience was acknowledged and would inform future practices.

Her story has since become an essential part of ongoing training packages and will be included in the review of patient translation and interpreter services. She was finally listened to and supported, and the right method to communicate with her was established. Her primary wish is that no other mother-to-be experiences the frustration and fear she felt during her labour and subsequent birth. She wanted her lived experience to be shared and understood. Additionally, she was supported in accessing specialized perinatal care, ensuring her needs were met during this vulnerable period.



Her story has since become an essential part of ongoing training packages and will be included in the review of patient translation and interpreter services.



Voices in our community: Stories

1. Refugees and Asylum Seekers Group
2. Attending: Emma Will Sewing Studio Wellbeing Group
3. South Asian Community Arts Group
4. Attending: Jamaica Day
5. Attending: South Asian Mens Health and Wellbeing Group
6. Attending: Chinese New Year Celebrations

Attending - Emma Will Sewing Studio Well-Being Group



The Trust Community Engagement Team participated in Community Engagement sessions with the Gynaecological Screening Nurses to understand the cultural barriers and data related to cervical screening.

The Trust Community Engagement Team worked with women from the local South Asian communities, explaining the cervical screening procedure and exploring the cultural barriers to accessing screening. One significant barrier is the emphasis on modesty, integral to many cultural and religious practices, which encourages women to dress modestly and avoid exposing private areas.

Additionally, there is a prevalent myth and taboo surrounding the HPV virus and its link to cervical cancer. Since HPV is a sexually transmitted virus, some cultures view the screening as an accusation of promiscuity. Furthermore, in many cultures and religions, a young woman’s virginity is highly valued, and there is a misconception that cervical screening might affect this.

We also engaged with influential community members and local religious leaders from the mosque to understand their perspectives and seek their support in encouraging women to access screening. The religious leaders had in-depth discussions with our clinical team and were supportive, recognising that screening is part of maintaining one’s health and well-being, which is highly regarded.

Despite these efforts, barriers still exist. However, progress is being made. For instance, six women have now accessed screening interventions. One man, who thanked me, shared that he now understands the importance of cervical screening. His wife of 20 years had never been screened, but with his support, she attended.

He also mentioned that being able to discuss these issues openly has given him the confidence to talk to his five sisters and two teenage daughters about puberty and HPV prevention. Coming from a Bangladeshi background where these topics are often considered taboo, this represents a significant shift.

Voices in our community: Stories

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South Asian Community Arts Group

Working in Collaboration with Strike A Light (who are Strike a Light) to host a celebration to celebrate the 75 years of the South Asian Community, through music and art in August 2022



South Asian Heritage Month seeks to commemorate, mark and celebrate South Asian cultures, histories, and communities. The month seeks to understand the diverse heritage and cultures that continue to link the UK with South Asia.

The Trust Community Engagement Team supported young widowed women in the local community who have tragically lost their husbands to short-term illnesses, they have heard heartfelt testimonials about the excellent care provided by the Trust and staff. During the celebration of South Asian Heritage Month's 75th anniversary, we utilised art therapy as a means to address grief and navigate the intricacies of culture.

These women grapple with internal family expectations and the daunting task of becoming the primary breadwinners, often without prior work experience. It's important to note that for many of these women, English is not their first language.

Find out more here: bit.ly/3X5Pv26

“

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Attending - Jamaica Day

The Community Engagement Team participated in the Jamaica Day event on August 6th, 2023.

During the event, a young teenage boy approached us on the NHS bus a refugee from Syria, wanted to discuss a sensitive ongoing issue he was facing at home. His parents were struggling to adapt to Western teenage norms, keeping him confined at home, monitoring his activities, and expressing frustration over his friendships with non-cultural peers. Their fear of losing control had escalated to angry outbursts and threats of violence.

These behaviours stemmed from their cultural beliefs where parental consent and approval were paramount, contrasting with their son’s desire for autonomy. Recognising this as a safeguarding concern, the Trust Community Engagement Team contacted a member of the Police Better Together Team who were also present at the event, they supported the boy’s decision to open up and requested the Community Engagement team’s continued presence.

Later, the Community Engagement Team facilitated a discussion involving the young boy’s parents regarding the father’s mental health symptoms. They guided accessing mental health services through the Locality Inclusion Lead at Gloucester Health and Care Trust.

Additionally, they encouraged them to connect with the School Support worker for a referral to the Positive Parenting Program offered by Gloucestershire County Council. This collaborative effort underscored the impact of coordinated support across different teams and systems.



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Attending – South Asian Mens Health and Well-Being Group

The Trust Community Engagement Team had the privilege of meeting an elderly gentleman who has been a local community champion throughout his life and who kindly introduced the team to two more friends of his, with whom he has regular interactions. During our conversation, they candidly discussed the challenges they face due to long-term health conditions, which significantly affect their daily lives.

These complications often necessitate the presence of a family member to provide care and assistance. They opened up about the profound sense of isolation and frustration that accompanies their inability to venture out independently, constantly relying on someone to accompany them. Perhaps most importantly, they shared their deep longing for a more vibrant social life.

Listening to their heartfelt stories and recognizing their desire for continued support, the Trust Community Engagement Team took the initiative to arrange a meeting with various NHS teams, including the Reaching Out Team for Ethnic Minorities. Fortunately, one of the team members expressed a willingness to provide these men with weekly support in diverse settings, particularly during outings and activities aimed at enhancing their well-being and mental health.

This collective effort gave rise to what is now known as the South Asian Men’s Group, or SAM’s. Moreover, the group has received valuable support from the Health Education Forum teams of the Adult Social Care Engagement Team for Gloucestershire County Council as well as the participation of Gloucestershire Health and Care Mental Health Services, who have contributed by sharing essential service information.

The SAM’s group now convenes weekly, offering its members the invaluable opportunity to come together and bolster each other’s health and well-being. This supportive environment is made possible through the dedicated assistance of the Complex Care at Home Reaching Out Team.

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Attending – Chinese New Year Celebrations

During the Chinese New Year celebrations to which the Community Engagement Team had been invited, the team had the opportunity to connect with a gentleman who possessed a strong command of the English language.

He opened up to the team about the challenges he had been grappling with ever since he assumed the role of the sole caregiver for his ailing wife. His struggles were multifaceted, encompassing not only the profound emotional difficulty of witnessing his wife’s cancer diagnosis rapidly deteriorate but also the practical challenges associated with hospital appointments and caring for their two children.

Recognising the importance of providing him with the right support, The Community Engagement Team guided him towards the Cancer Support Services, including the Focus team, and explained the various support groups available, such as those offered by McMillan and Maggie. Additionally also suggested that he get in touch with the Carers Hub, assuring him that they could accommodate his language needs and provide invaluable assistance.

The conversation extended to delve into the intricacies of cultural complexities and the community’s reactions, which weighed heavily on his mind.

He confided in the team about his family’s disappointment, as they believed that he and his wife had deviated from traditional Eastern health teachings by adopting Western cultural norms and lifestyle choices. They saw the cancer diagnosis as a direct consequence of this departure from the traditional holistic path to well-being.

In response, The Community Engagement Team shared information about an alternative support group offered by the South Gloucestershire Council – the Chinese Lantern Project helpline, of which he was unaware.

Since our initial conversation, the Community Engagement Team has had the privilege of meeting with this gentleman again, and are pleased to report that he is now in a significantly improved emotional state. His wife has completed her chemotherapy treatment, and as a family, they have chosen to integrate holistic healing into their approach to well-being.

They have also enrolled their two children in a local language school, ensuring they can communicate effectively with their grandparents who plan to visit next summer. This newfound optimism for the future, combined with enhanced support, has made managing his relationship with his own family more manageable for him.

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Case Studies

The impact and outcomes

1. BBC Panorama documentary on maternity services
2. Co-designing Hospital Audio Guides
3. Community-Led Health Research Initiatives Submergence Project
4. Diabetes UK Community-Led Health Research Initiatives
5. Mindsong 2023
6. NHS and Community Iftars
7. Breast and Cervical Screening Uptake in South Asian Communities:
8. Bowel Cancer Screening Film
9. Celebrating Windrush75 and NHS75
10. Royal Visit to Stroud Maternity
11. Young Influencers
12. Apprenticeships and Careers Engagement
13. Young Thinkers Gloucester
14. Co-designing our Membership Strategy

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Brief Description

A BBC Panorama documentary on Monday, 29 January, focused on the Trust's maternity services. The programme included three very tragic deaths of a mother and two babies in our hospitals, as well as exploring the national and local challenges in recruitment and staffing.

The documentary also focused on the impact on staff experience, where some staff felt unable to speak up about safety concerns or felt that they were not listened to, particularly in relation to two baby deaths in 2019 and 2020.

The tragic cases highlighted took place between 2019 to 2021 and each one was independently investigated.

Who did we speak to?

Our key focus was to provide support to our staff within maternity services and those families who were directly affected, as well as contacting families who were due to give birth to provide clear information and reassurance.

We also worked closely with NHS England, Maternity and Neonatal Voice Partnership, MBRRACE experts and Oxford University and national and local media.

What and how did we ask?

From the outset, we wanted to focus on our support to staff and families on the serious issues and experiences raised in the documentary. It was essential that we were open, honest and involved people in listening and answering questions or concerns they may have.

We started briefings our staff and partner briefings (often daily) from 3 January 2024 and issued information to the public and families from 15 January 2024.

What did we do?

We provided regular briefings to maternity staff and all trust staff in order to listen and provide ongoing support before, during and after the documentary had been broadcast;

We also developed Frequently Asked Questions for Staff and Public as well as postcards for women and families coming to give birth, so they were fully informed of these issues. We worked to contact and offer support to families affected or who were due to give birth shortly.

There was significant support for staff and families from a range of services including our Freedom to Speak Up Service, Staff Psychology Service, Chaplaincy, Patient Advice and Liaison Service (PALS) and Maternity and Neonatal Voice Partnership.

Following the documentary, the Maternity and Neonatal Voice Partnership hosted a Facebook Live event on 7 February 2024 for families and communities to ask any questions from leaders within the Trust.

What did people tell us?

Staff and families told us that the documentary was extremely difficult to watch, but that the Trust had responded in an openly, honestly and timely way.

The regular briefings for staff and information for the public, shared well in advance of the documentary had been welcomed, as was the opportunity to hold an independent event a few days later with the MNVP for all people to reflect and ask questions.



Find out more here:

[Press release - BBC Panorama](#)

1. BBC Panorama documentary on maternity services

2. Co-designing Hospital Audio Guides

3. Community-Led Health Research Initiatives Submergence Project
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Brief Description

Navigating a busy hospital environment can be challenging for anyone, but for those who are blind and visually impaired, it can be particularly difficult. Lack of accessibility can create anxiety, restrict independence, and impact on access to some health services. In addition, over the last few years, Gloucestershire Royal Hospital and Cheltenham General Hospital have undergone significant transformation and improvement works, and these changes add further challenges for people.

Who did we speak to?

The Trust worked in partnership with Gloucestershire Sight Loss Council and staff within our ophthalmology and eye services, and the Emergency Departments, to understand how people access services and how they can be improved for those with sight loss. The aim was to create hospital audio guides for key services across Cheltenham General Hospital and Gloucestershire Royal Hospital.

What and how did we ask?

We worked with Gloucestershire Sight Loss Council over several days to walk a number of routes across both sites, with the aim of understanding how to navigate hospital services if you have sight loss or visual impairment. The work ensured we identified immediate issues that may impact on access, further development work and to develop the script to be turned into the audio guides.

What did we do?

The team from the Sight Loss Council provided written guides for both sites, and these were then combined with Artificial Intelligence (AI) voice-over technology (elevenlabs.io), to create the audio guides, which enabled rapid development and testing and significantly reducing costs. A total of 12 new guides were created and enable people to access the Emergency Departments on both hospital sites, as well as Ophthalmology and Eye Screening services. The guides are available on the hospital website and can be accessed from smartphones and tablets, and is believed to be the one of the first NHS navigation audio tools ever developed.

What did people tell us?

Our hospitals can be difficult to navigate for many people and the development of audio guides provides clear, step-by-step instructions, allowing blind and visually impaired people to navigate hospitals independently and with confidence, ensuring that are able to find their way to appointments and services and reducing anxiety. These initial audio maps focus on eye services and the Emergency Departments and we hope to build a larger library in the coming months.



Find out more here:

www.gloshospitals.nhs.uk/your-visit/visitors-and-carers/hospital-audio-guides/

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Brief Description

The Submergence Project, funded by a grant from Innovate UK, introduced a transformative immersive light experience at Cheltenham and Gloucester Hospitals. This initiative, a collaboration with Squidsoup—an international group of artists and technologists—features a large, immersive, walkthrough experience called Submergence. This installation, which used LED lights that emit patterns in sync with sound, aimed to create a calming environment, reduce stress, and potentially shorten hospital stays for patients.

The primary goal of the Submergence Project is to enhance the mental and emotional well-being of patients during waiting times. By pioneering immersive art installations in the Oncology and Children’s centers at Gloucestershire’s two main hospitals, the project seeks to improve patient experiences and explore future applications of immersive technologies within clinical settings. The success of this research will support a bid for a larger project, potentially bringing similar installations to hospitals nationwide.

Who did we speak to?

As part of this project, we undertook a pioneering community-led health research initiative in collaboration with NHS Charities, Gloucestershire Health and Care NHS Foundation Trust (GHT), and community groups such as Sahara Saheli Women’s group and South Asian Elderly Women Group at Friendship Café, among others. The goal was to gather valuable feedback from minority groups who often face barriers to participation in research initiatives.

What and how did we ask?

Our engagement strategy involved inviting members of these community groups to experience the light installation firsthand at CGH and provide feedback. This approach was crucial to ensuring inclusivity in our data collection efforts, reaching marginalized groups who might not typically have access to such research opportunities.

What did we do?

We conducted in-person visits to these community groups, discussing the Submergence Project and extending invitations to visit CGH for the installation experience. Feedback forms were tailored to accommodate language and accessibility needs, ensuring that everyone could express their thoughts effectively.

The response from participants was overwhelmingly positive. They expressed pride in being included in this research initiative and emphasized the importance of such opportunities for their communities. The desire for more involvement in future research projects was a common sentiment among attendees.

What did people tell us?

In response to this feedback, we are actively collaborating with research partners to develop additional opportunities for community engagement and participation. This includes exploring future projects that build on the success of the Submergence Project and continue to prioritise inclusivity in health research.

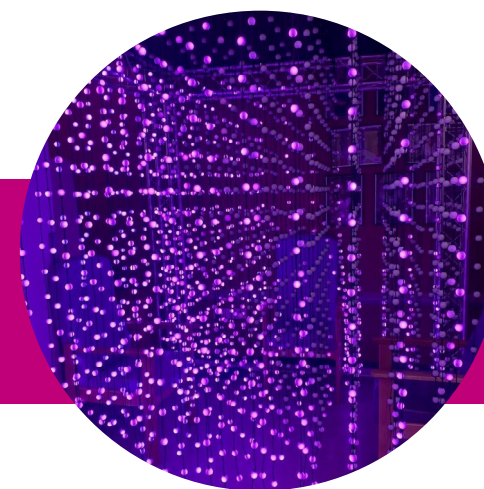
The Submergence Project not only brought innovative art into our hospitals but also set a precedent for community-led health research. By engaging with diverse community groups, we have not only gathered valuable insights but have also paved the way for more inclusive and meaningful research practices in the future.

This report underscores our commitment to fostering community engagement and ensuring that our research initiatives reflect the needs and perspectives of all individuals in our community. We look forward to building on these efforts and continuing to champion inclusivity in healthcare research and innovation.

Find out more here:

[Submergence Charity news](#)

[Submergence BBC Points West](#)



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Brief Description

The trust partnered with local communities, the Trust Research team and Diabetes UK to advance health research, especially in diabetes care.

Diabetes UK, the largest charitable funder of diabetes research in the UK, is dedicated to achieving breakthroughs in diabetes care, treatment, and prevention. They advocate for and support everyone affected by or at risk of diabetes, offering essential information, advice, and support to help individuals manage their condition. Additionally, Diabetes UK fosters community support and has developed a national programme to help high-risk patients lose weight and become more active.

The trust prioritises community involvement and feedback, focusing on collaborations with local groups to drive meaningful improvements in healthcare delivery and outcomes. A key focus of the study is diabetic retinopathy, a condition where diabetes can damage the retina, potentially leading to permanent sight loss. In England, all individuals with diabetes aged 12 and older are invited to a screening program where retinal images are taken to detect early signs of the disease. This process currently requires eye drops to dilate the pupils for high-quality images.

Participants are also asked to provide feedback on the Plain English Summary and the patient information sheet, ensuring that study materials are clear and accessible.

Who Did We Speak To?

We engaged with various local community groups and individuals, including the All-Nations Community Centre, Ebony Carers, SAM's (South Asian Men's Group), and community members with diabetes. Recruitment was facilitated through community links and radio outreach.

What and how did we ask?

Our engagement targeted individuals and groups affected by diabetes, particularly from Asian and Afro-Caribbean backgrounds, to ensure research relevance and impact within diverse communities.

Engagement was conducted through platforms such as Facebook, GFM Radio, and WhatsApp messaging, seeking feedback on research proposals and materials.

What did we do?

We held focus groups, utilised social media platforms, and collaborated with local radio for community outreach and feedback.

We initiated the CONCORDIA study in collaboration with Diabetes UK, Professor Peter Scanlon, and local community groups, focusing on using advanced imaging technology for diabetes-related eye screenings.

Patient feedback guided the development of study materials, protocols, and patient leaflets, ensuring culturally relevant and patient-centered research practices.

What Did People Tell Us?

Participants emphasised the importance of improving diabetes-related eye screenings by minimising discomfort associated with traditional methods.

Community members highlighted the significance of culturally sensitive healthcare solutions and improved patient experiences.



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Brief Description

In collaboration with Mindsong, a Gloucestershire charity dedicated to supporting individuals with dementia through music and song, we engaged with diverse community groups to better understand the significance of music and sound in their lives and the positive impacts on memory.

Mindsong assists individuals with dementia and memory loss, employing various techniques including music therapy. They aim to facilitate and enrich the lives of those affected by dementia and their caregivers.

Who did we speak to?

We directly interacted with community groups, particularly the South Asian Elderly Women Group and Gloucester Chinese Women's Guild, to explore their perceptions of music and memory. Mindsong's data revealed limited involvement and uptake from minority communities, prompting this initiative.

What and how did we ask?

Community feedback emphasised the importance of culturally and religiously sensitive playlists that resonate with childhood memories. Participants expressed a desire to incorporate music from their cultural and religious heritage into their playlists.

What did we do?

As a follow-up to these insights, we intend to collaborate with Mindsong in the summer of 2024 to develop a Community Playlist. This project will involve working closely with diverse community groups to curate a playlist that reflects their unique backgrounds and musical preferences.

What did people tell us?

The final outcome of this collaboration will be a community-inspired video playlist, showcasing the diversity and richness of musical heritage within our local communities. The video will be accessible through the link: GHT and Mindsong.

This initiative aims to foster inclusivity and appreciation for the role of music in supporting individuals with dementia across culturally diverse communities.

Find out more here:

bit.ly/3SQxFgT



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Brief Description

The Trust organised the first NHS Iftar events at Gloucestershire Hospitals Trust to allow staff and colleagues to come together to celebrate and experience the breaking of the fast. This initiative aimed to provide NHS staff with an opportunity to learn about Ramadan and Eid-UI-Fitr celebrations, fostering a deeper understanding and appreciation of these cultural events.

Iftar is the evening meal Muslims enjoy to break their fast during Ramadan, the holy month of fasting in Islam. It's a significant daily event where Muslims gather with family and friends at sunset after the Maghrib prayer. Traditionally, Iftar starts with dates and water. Fasting from dawn to sunset during Ramadan fosters self-discipline, empathy, and spiritual reflection.

Iftar gatherings are communal, often hosted by mosques and community centers to promote fellowship and provide for those in need. Sharing Iftar is considered a charitable act (sadaqah) in Islam, embodying a blend of religious practice, social tradition, and cultural celebration that strengthens bonds and encourages spiritual growth.

Who did we speak to?

We were asked by our staff and our One Gloucestershire colleagues, to provide our staff across the county with an opportunity to learn about Ramadan and Eid-UI-Fitr celebrations

We organised NHS Iftar events across organisations which were multifaceted, focusing on promoting inclusivity, enhancing cultural competence, and fostering a sense of community among staff.

What and how did we ask?

An open QandA session was held, encouraging attendees to ask questions and engage in discussions in a safe and respectful environment.

Testimonials and positive feedback were received from attendees, highlighting the impact and value of the events.

We also produced Communications to Share Across the Trust/ICS: Communications were developed and disseminated across the Trust and Integrated Care System (ICS) to share the experiences and outcomes of the Iftar events.

What did we do?

The event aimed to be inclusive, welcoming all staff members regardless of their religious or cultural backgrounds. It was meticulously planned to ensure maximum participation, accommodating the diverse working schedules of our staff.

Our talented chefs from Gloucester Managed Services prepared traditional Iftar meals, creating an authentic experience for everyone present. During the event, staff members openly shared their personal stories and experiences related to Ramadan and Eid, fostering deeper connections and mutual understanding among colleagues.

We also had guest speakers who provided insightful perspectives on the significance of Ramadan and Eid-UI-Fitr, enhancing the overall learning experience. The program included moments for congregational prayers and a call to prayer, allowing Muslim staff to practice their faith while offering non-Muslim colleagues an opportunity to observe and learn. The events were highly attended, with over 800 staff members participating, indicating significant interest and engagement across the organisation.

What did people tell us?

The NHS Iftar events are part of the Trust's approach to ensuring an inclusive, culturally competent, and cohesive workplace. These events have not only enhanced understanding and appreciation of different religious traditions but have also strengthened the sense of community and collaboration among staff.

The initiative promoted collaboration with colleagues across the different NHS organisation, and strengthened relationships among staff from different departments and areas of the Trust.

The events sparked ongoing conversations about cultural diversity and inclusivity, contributing to a more inclusive organisational culture.

Find out more here:

<https://intranet.gloshospitals.nhs.uk/news/ramadan-2024/>



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Brief Description

In our ongoing commitment to breast and Cervical cancer awareness The Trust wanted to work with local South Asian Communities to support the uptake of Breast cancer and cervical screening. This was led by the Community Engagement and Involvement Manager , who brought women from specific communities together and hosted discussion sessions to understand what matters most to them when responding to the invitation for screenings.

This initiative aims to engage with diverse communities and gain insights into the barriers and preventive measures surrounding breast cancer screening, particularly among women aged 50 and over within local communities.

Who did we speak to?

This initiative was carried out as data highlighted stark disparity in screening rates among women from Ethnic Minorities aged 50 and above also from a series of regular meetings and collaborations with local community groups.

The Trust worked very closely with groups and individuals from the South Asian Community, as well as health and care professionals who work closely with these communities. The discussion sessions were held in collaboration with community organisations, and aimed to listen to the experiences and barriers individuals faced in accessing cervical screening. Tackling inequalities in outcomes, experience and access

What and how did we ask?

During the discussion sessions, participants shared their knowledge of breast and cervical cancer and the importance of screening. The sessions also explored the barriers that South Asian women face in accessing cervical screening, including cultural and language barriers. Participants were encouraged to share their personal experiences with screening and any concerns they may have.

What did we do?

The Trust worked with community organisations and religious experts to:

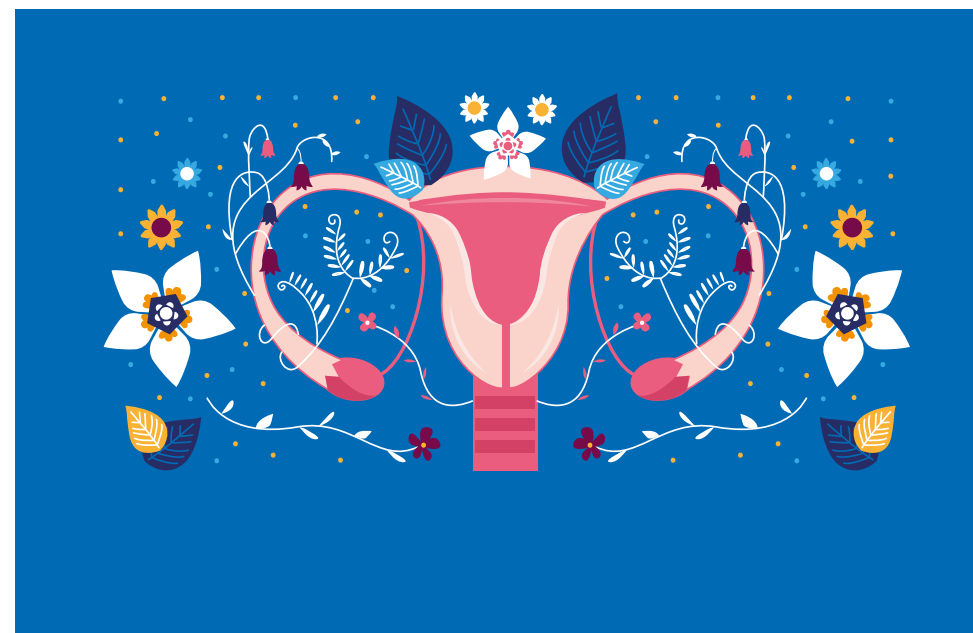
- Breast Cancer Awareness Bus Tour, conducted in collaboration with the ICB (International Cancer Board)
- deliver culturally sensitive information and education about cervical screening
- promote the importance of regular screening
- address concerns and misconceptions

What did people tell us?

The coordinator of the Gloucestershire Action for Refugees and Asylum Seekers group reached out to me. She expressed her concerns about a group of Afghan refugees comprising nine women, all aged 50 or older, who were completely unaware of breast cancer screening. In response, the Trust promptly connected with our ICS partners and successfully arranged for this group to be included in our bus tour.

Participants expressed concerns about the lack of awareness and education about cervical screening in the South Asian community. Many cited cultural barriers, such as stigma and shame around discussing sexual health, as well as practical barriers and a lack of understanding about the screening process.

Participants also expressed a desire for more culturally sensitive education and information about cervical screening, as well as greater access to screening services in community settings.



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Brief Description

To enhance cancer screening uptake among diverse communities, the Trust partnered with healthcare providers to engage with these communities. We hosted discussion sessions to understand their priorities and responses to screening invitations.

In collaboration with NHS Gloucestershire Integrated Care Board and Reddoor Film and Media, we reached out to the Gloucestershire community to create a bowel cancer screening awareness film.

A 60-second film was produced to encourage bowel screening uptake. It was showcased on large screens at Gloucester Quays and shall be used at local community venues for bowel cancer awareness events. The film featured local people speaking in various languages, urging everyone to take the test, emphasising that early treatment can save lives.

Who Did We Speak To?

The Trust engaged with individuals and groups from diverse communities, alongside health and care professionals serving these communities.

We focused on improving screening uptake in areas with historically low participation. The film's key message was:

“If you receive a kit, don't ignore it. It could save your life!”

Languages featured included:

- Gujarati
- Punjabi
- Urdu
- Bangladeshi
- Arabic
- Sylheti
- Hindi
- Cantonese
- Polish
- Filipino
- Romanian
- Spanish
- Portuguese

What and How Did We Ask?

We explored the cultural and language barriers that people from diverse communities face. Participants discussed their personal experiences and concerns about screening.

What Did We Do?

The Trust partnered with community organisations and leaders to:

- We recruited volunteers to promote the screening programme in their native languages. Collaborating with local faith and community leaders, and individuals who had completed the screening test, we ensured the film reflected Gloucestershire's rich diversity
- Deliver culturally sensitive information and education about the bowel cancer screening programme.
- Promote regular screening through the awareness film, particularly during Bowel Cancer Awareness Month in April.
- Improve screening uptake in low-participation areas.
- Address concerns and misconceptions.

What Did People Tell Us?

Participants highlighted a lack of awareness and education within diverse communities. They noted cultural barriers such as stigma and shame around discussing personal health, practical obstacles, and a general lack of understanding about the screening process. There was a strong call for more culturally sensitive education, better access to screening services, and more community-based information.

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Brief Description

The summer of 2023 marked two important milestone anniversaries: the 75 anniversary of Windrush (June 22) and the 75 anniversary of the NHS (July 5).

The Trust worked with local health and care partners and community groups to plan and deliver two joined-up and very special events, making the anniversaries with staff and local people.

Windrush 75:

On 22 June, 1948, HMT Empire Windrush arrived in the UK, bringing over 1,000 passengers from the West Indies, many of whom were former service personnel. This marked the beginning of post-war immigration, with numerous passengers taking up roles in the NHS, which began just two weeks later. The 'Windrush Generation' refers to those who migrated from Caribbean countries to Britain between 1948 and 1971, following an invitation from the UK government to help rebuild the country after WWII. We celebrate their immense contribution to British culture and daily life.

NHS75:

5 July 2023, marked 75 years since the NHS was founded, representing the country's first universal health system available to all, free at the point of delivery, now treating over a million every day.

What Did We Do?

The Trust worked with a wide range of community groups, staff, NHS organisations, the Heritage Hub, and local people to bring to life several events and activities to mark the two milestones.

To commemorate the 75th anniversary of Windrush a Windrush flag was raised at Gloucestershire Royal Hospital, followed by cake, refreshments, and entertainment from MusicWorks.

To mark the NHS 75 anniversary staff and patients were able to enjoy themed menus across a week, reflecting meals served over the 75 years of the NHS, and special cakes were given to all staff across both sites on July 5.

Gloucester Cathedral Event:

On Thursday, July 6 2023 , NHS staff from across Gloucestershire gathered at Gloucester Cathedral for a service led by health and community leaders. The event, included Evensong with songs and readings reflecting health and healing. Following Evensong, NHS leaders and community partners reflected on the contributions of the county’s dedicated health and care professionals.

The event also featured an NHS75 Exhibition showcasing images and items from the local NHS and Windrush.

Art Exhibition

As part of the NHS75 celebrations, we partnered with NHS Gloucestershire to host a special community art exhibition in the Cloister of the Cathedral. The exhibition featured inspiring artwork created during sessions aimed at boosting mental and physical wellbeing. It highlights the work of the Gloucestershire Creative Health Consortium’s partners, who tackle a wide range of health issues creatively, with many sessions funded by the NHS.



The exhibition included artwork from various organisations, Adult Education in Gloucestershire participants, and images from Gloucestershire Archives showcasing moments in the NHS's history.

A poignant new sculpture, 'The Hand that Cared,' by Deborah Harrison, will also be on display. This sculpture honours Fannie Storr, a Senior Nurse and the first Director of Nursing Education in Gloucestershire, who devoted her life to caring for others and died during the COVID-19 pandemic.

NHS75 Park-run

On July 8, thousands of runners participated in special Parkrun events across the county, with participation awards handed out. The NHS teamed up with parkrun UK to encourage NHS staff, volunteers, and local communities to 'parkrun for the NHS.'

Planting 75 Trees

As part of the green commitment, the Trust planted 75 trees at Gloucestershire Royal and Cheltenham General Hospitals with staff from across the organisation helping to plant them

Find out more here:

- [🔗 Gloucestershire celebrates 75 years of the NHS](#)
- [🔗 NHS 75 Community Art Exhibition - Gloucester Cathedral](#)
- [🔗 The Hand that Cared - Gloucester Cathedral](#)

Heritage Hub

The Gloucestershire Heritage Hub helped to research the history and timeline of health and the birth of the NHS in the county, thanks to their volunteers. This included archiving a number of key items and artefacts from the hospitals. The volunteers mapped out the rich history of health and care in Gloucestershire, from Edward Jenner to the birth of the NHS and its evolution in the county, including primary, community, hospital, and ambulance services. The Trust's Medical Photography team also catalogued hundreds of photos, creating a digital archive, which were displayed at the Cathedral exhibition and available online at the Heritage Hub. A series of special films highlighting the changes in the NHS in Gloucestershire over the past 75 years and its significance to the local community will be shared on social media throughout the week, featuring staff, partner organizations, and members of the public



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Brief Description

On Friday 22 March 2024, HRH The Princess Royal, Patron of Stroud Hospital League of Friends, visited Stroud Maternity Unit to meet the mothers, babies and staff who benefit from the League’s support. The League of Friends has been a dedicated supporter of Stroud Maternity for decades, funding refurbishment projects and additional equipment and since 2017, support from the League has extended to free singing and yoga for mothers and babies at the unit.

The royal visit was a very special day for our staff, volunteers, mums and families and a memory they will cherish for years to come.

Find out more here:
[🔗 HRH Visit to Stroud](#)



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Brief Description

As a Trust, we acknowledge the significance of involving young people to ensure their voices are heard in our decision-making process. Since rebranding last year, the Young Influencers group has launched a new webpage and produced new promotional materials. They continue to meet monthly face to face or via teams to provide meaningful feedback and improve service provision across the Trust.

Who did we speak to?

The Young Influencers Group comprises individuals aged 14 to 22 years who are dedicated to enhancing the experiences of young people accessing the hospital.

What and how did we ask?

We held a focus group with Young Influencers to identify what matters to young people in relation to health and what outcomes they wish to achieve this year. The focus group identified AandE as an area of interest, as well as the desire for opportunities to provide feedback on services across the hospital and to reach more young people in the wider community.

What did we do?

We concentrated on promoting the Young Influencers Group internally and encouraging various departments within the Trust to utilise the group for feedback and service improvements. The Young Influencers conducted a 15-Step Challenge review in the Children's Emergency Department and are developing an information leaflet for young people accessing ED. The Young Influencers input on the Call for Concern poster led to significant enhancements, and they have since been asked to provide feedback on the 'Language That Cares' leaflet as well as in the Trust recovery departments.

To engage more children and young people in the broader community, the Young Influencers will attend the No Child Left Behind family event in Cheltenham. They are also collaborating with the Trust's digital team to create a video for use in schools, aiming to spark interest in the hospital's work.

What did people tell us?

Members of the Young Influencers Group have highlighted the importance of having a voice and influencing Trust services. Departments have been keen to involve the Young Influencers for feedback and to identify potential opportunities for service improvement.

Find out more here:

[🔗 Young Influencers](#)



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Brief Description

The apprenticeships and careers engagement supports the Trust's aim to increase the promotion of apprenticeships and career opportunities, build connections with young people, attract new talent, and inspire our future workforce. The team link in with the ICB with regards to widening participation and apprenticeships within our communities, with further development opportunities for young people including hosting T Level industry placements, Experience within the workplace and work experience, QandA sessions, and taster sessions. Working with the "We Want You" project team on careers engagement and Widening participation.

Who did we involve and why?

Over the last year, we engaged with over 34 local schools, colleges, and alternative providers to target students between the age of 10 – 21 to promote NHS apprenticeships, career opportunities, and experiences in the workplace. We supported National Apprenticeship Week, T Level Thursday, and National Healthcare Science Week with events for our existing staff as well as community engagement. The NHS has signed up to the Care Leavers Covenant to help support this group into work within the NHS.



What and how did we ask?

The Apprenticeships Team provided a single point of contact for career leads, students, parents and other members of the community to discuss apprenticeships and career opportunities within the NHS.

- Virtual Engagement Events – Career Awareness QandA sessions to highlight Careers within our Trust and widen participation for our local community to speak with NHS professionals about their roles and how they could find out more about career pathways.
- Face to Face Engagement Events – Attendance at local career events in schools and colleges and alternative providers (e.g. Young Gloucestershire) to inspire the future workforce via representation from our Career Role Models (for which we have 234 currently representing our Trust).
- Social Media – regular content via X and Instagram to promote apprenticeships and career opportunities within the Trust and NHS.
- Healthcare Science Awareness - Event held at University of Gloucestershire for Year 9s and above
- Visit with Healthcare Scientist to local Primary school and competition for winners to return to Hospital site for tour and talk to Healthcare Scientists and use our VR Escape room
- Created 3 Podcasts for National Apprenticeship week – 1. General Information 2. A Parents Perspective 3. Ella's story (a care leaver)
- Ella's Story Podcast on youtube
www.youtube.com/watch?v=7xol0YDs9Kc

What did people tell us?

The engagement has helped build knowledge and relationships between the NHS, ICS, and local schools/colleges, promoting and recruiting students into apprenticeships and future careers within the NHS.

- Helped break down some barriers for young people applying for vacancies, providing support on how to apply, access to IT equipment, and how to write and submit an application

The We Want You project showcased a drama production about apprenticeships and routes into the NHS and Social Care to schools around the county.

We Want You Project

[Engaging young people with the We Want You project | NHS Employers](#)

- Strengthening work experience opportunities across the ICB, moving toward a process across the One Gloucestershire system

Find out more here:

[Apprenticeships](#)



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Brief Description

We are proud to support Young Thinkers Gloucester (YTG), an established third-sector organisation led by two local doctors. YTG provides a free weekly study club for children in the Barton and Tredworth area and organises health and education events for the community.

The Trust has provided funding to YTG through NHS Charities Together, promoting healthy lifestyles and health equality. This support has enabled YTG to offer health information sessions on important topics such as diabetes, bowel cancer, CPR training, early intervention, and healthy lifestyles.

YTG has launched a new podcast series featuring special guests and covering diverse topics such as diabetes management, dementia awareness, and youth mentoring. You can find their podcast on the Young Thinkers Gloucester YouTube channel:

<https://youtube.com/@youngthinkersgloucester>

Who Did We Speak To?

The Trust has been in contact with Young Thinkers Gloucester to discuss ongoing support, collaboration, and ways to maximise positive community impact.

What and How Did We Ask?

The Trust inquired about YTG’s plans for this year’s education sessions and how we could support their community efforts. We provided the necessary funding to assist these initiatives.

What did we do?

The Trust’s funding has helped YTG continue their:

- Free study club at Friendship Cafe
- CPR and first aid and cardiac teaching events for all ages
- Diabetes awareness sessions
- Bowel cancer screening guidance for young people
- Healthy Ramadan and diabetes webinar

The YTG team expressed their gratitude for the Trust’s ongoing support and funding, which has enabled them to continue their vital work educating young people on various topics. They emphasised the importance of community engagement and education in positively impacting health outcomes.

Find out more here:

www.facebook.com/youngthinkersgloucester/

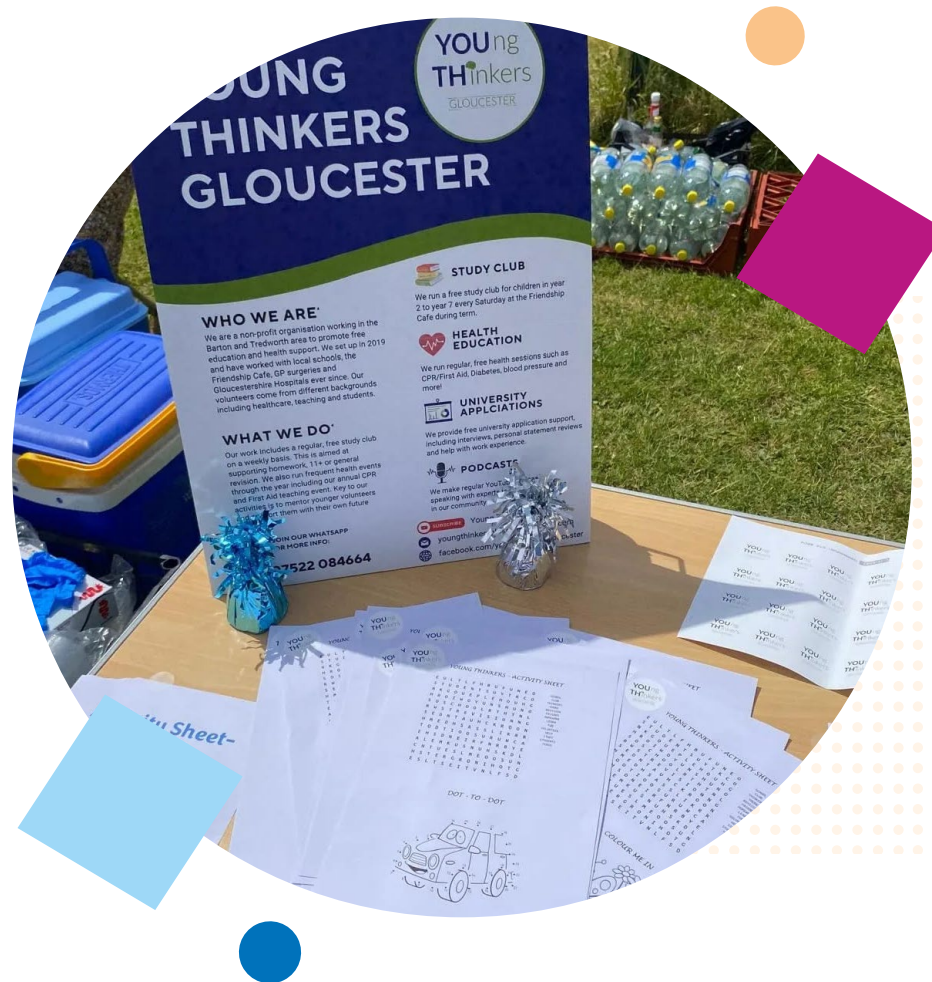


Image sourced: Young Thinkers Gloucester Facebook

1. BBC Panorama documentary on maternity services
2. Co-designing Hospital Audio Guides
3. Community-Led Health Research Initiatives Submergence Project
4. Diabetes UK Community-Led Health Research Initiatives
5. Mindsong 2023
6. NHS and Community Iftars
7. Breast and Cervical Screening Uptake in South Asian Communities:
8. Bowel Cancer Screening Film
9. Celebrating Windrush75 and NHS75
10. Royal Visit to Stroud Maternity
11. Young Influencers
12. Apprenticeships and Careers Engagement
13. Young Thinkers Gloucester

14. Co-designing our Membership Strategy

Brief Description

As a Foundation Trust we are accountable to our local communities, our patients and staff, and enables us to listen to what matters most to people in our decision-making.

We do this by encouraging people to become a Trust ‘member’ which provides a range of benefits, but importantly ensures that people have a say in how services will be designed and delivered. In addition, members can elect Trust Governors, who perform a vital role in holding non-executive Board members to account for the performance of the Board. Members can stand for election to become a Governor.

It is important that we have an involved, informed, and representative membership, ensuring we continue to listen and respond to the needs of the community in delivering the best care and services.

In 2023 we refreshed our Membership Strategy by co-designing it with members, our Council of Governors, local communities and staff.

Who did we speak to?

Our strategy was codesigned with Governors and Trust staff who were part of a workshops and was also shaped through engagement with members of the public at events over the summer and our Young Influencers Group. We reached out to our 2,000 members to ask them what mattered most to them and get their input into co-designing a new strategy.

What and how did we ask?

We held several co-design workshops with staff, our Governors, Board and Young Influencers, as well as working with members and the public at events over the summer in 2023. We also used our regular Members newsletter and community engagement to directly get views from members and the public, to understand what we could do to strengthen our approach to membership.

What did we do?

The membership strategy was shared in a draft version and key questions were asked, have continued to provide regular newsletters to our members, covering a range of topics such as new services, developments within the Trust, and patient stories. We have also made changes to the Annual Members Meeting, such as inviting guest speakers to talk about important healthcare issues and providing opportunities for members to ask questions and provide feedback.

What did people tell us?

Our members, governors, staff, and community groups highlighted four key areas for the Trust to focus on within the strategy. It was also recommended that the strategy should be simpler to implement and be for a two-year period, to ensure pace in delivering against the priorities.

Through the co-design of our strategy, four core aims emerged:

1. Develop a membership that is representative of our diverse communities;
2. Support the Council of Governors to be reflective and representative of our diverse communities;
3. To improve the quality of engagement and communication with members;
4. To keep accurate and informative databases of members and tools to engage with people.

Work is now well underway in delivering the strategy and we are grateful to those people who provided their views and ideas to shape the way in which we work together.

Find out more here:

[Membership Strategy 2024 - 2026](#)



Other ways we involve and engage

Other ways we involve and engage

Over the last year we have continued to strengthen and develop the range of ways we are able to engage and work with local people and colleagues. As an NHS organisation we also have a number of established approaches to ensure the voice of local communities are represented.

We have continued to build our joint-working with our NHS and voluntary partners across Gloucestershire. There is a clear benefit to local people in health and social care working together on engagement and involvement opportunities, helping us to have more meaningful conversations and ensuring our voluntary and community sector have an active role.

Get Involved Gloucestershire

In 2021 NHS partners launched 'Get Involved in Gloucestershire' which is an online participation space for people to can share views, experiences and ideas about local health and care services.

The new digital platform will be a central point for the NHS and local people to find out and directly get involved in shaping local services. The experiences shared through the platform will help inform and influence the decisions local NHS organisations make.

Further information about Get Involved in Gloucestershire and free registration can be found here:

<https://getinvolved.glos.nhs.uk/>



Other ways we involve and engage

Governors

An important way local people can directly get involved with the Trust is as Member and staff through our Council of Governors. We have 22 public, staff and appointed governors who represent the views and interests of Trust members and the local community, to ensure our Trust reflects the needs of local people.

Our governors ensure we listen to the views of patients and people who live locally, along with our staff and other interested parties. They hold us accountable and ensure we can make improvements to our services, and the information we provide.

The Council of Governors meet six times a year to provide feedback on developments and decisions at our hospitals. These meetings are open to the public, who are welcome to attend.

Further information about Governors can be found here:

www.gloshospitals.nhs.uk/about-us/governors

Members

As a Foundation Trust, we are accountable to local people and we actively promote the benefits of becoming a member and how to stand for election as a governor.

Members are our staff, our patients and members of the public who either have a general interest in healthcare or are interested about a specific condition or speciality. Members are regularly invited to get actively involved with the Trust to develop services which will best suit the needs of local people.

For more information and to become a member visit:

<https://www.gloshospitals.nhs.uk/about-us/support-our-trust/join-our-foundation-trust/>

Other ways we involve and engage

Patient Experience

Our patient experience matters to us. Our Trust's strategy has a commitment to create a culture where patients really are at the heart of everything we do and that a patient centred care is embedded across the Trust.

We know from international evidence that outstanding patient experience improves patient safety and clinical effectiveness and also improve the experience of NHS colleagues.

As a Trust we produce an Annual Patient Experience Report which focuses on all our patient experience initiatives, including Friends and Family, compliments, comments and complaints and projects that have happened across the organisation this year. This can be read at:

<https://www.gloshospitals.nhs.uk/about-us/reports-and-publications/reports/>

People's Panel

As part of our One Gloucestershire approach to involvement, have supported the recruitment of more than 1000 local residents to join a People's Panel. The Panel is made up of individuals, whose anonymous feedback will be used at a county and a more local level to shape health and care services and support. The Panel includes people who live in priority areas of the county, the Core20, where under served communities experience greater health inequalities than elsewhere in Gloucestershire.

Insight Hub

We are supporting the development of an online space, a 'library', where all qualitative Insight (reported feedback from local people and communities) can be kept together in one place. Its purpose will be to assist One Gloucestershire partners to access current Insight from across the areas with the aim of avoiding duplication and involvement fatigue.

Other ways we involve and engage

Patient and colleague stories

Patient and colleague stories are regularly presented at the beginning of Trust Board meeting. The stories provide an example of the lived experience of patients and colleagues to highlight examples of excellence and where there are areas for improvement.

<https://www.gloshospitals.nhs.uk/about-us/our-board/board-papers/>

6.8 Our Annual Members Meeting

Our Annual Members Meeting is where the Trust shares key highlights and achievements, and reflect on the previous year's performance, and where we share some future developments planned for the year ahead.

You can watch Annual Members Meeting again at:

[YouTube GlosHospitalsNHS](#)

Healthwatch Gloucestershire

The Trust works closely with Healthwatch Gloucestershire (HWG) and they are actively involved in our work and plans, including attendance at Trust Board, Partnership Involvement Network and a number of service projects, including the Covid vaccination programme.

More information about Healthwatch can be found here:

www.healthwatchgloucestershire.co.uk/

Maternity Voices Partnership

Gloucestershire Maternity Voices Partnership is made up of volunteers who represent the voice of women and families from all communities and cultures to inform improvements in local maternity care. The partnership is directly involved with the Trust's Maternity and Midwifery services and provides an important independent voice in shaping our services.

<https://getinvolved.glos.nhs.uk/gloucestershire-maternity-voices-partnership>

Other ways we involve and engage

Social Media

Social media continues to evolve and can bring closer involvement and engagement with a wider range of people than traditional approaches alone. The Trust has evolved its engagement and involvement, embracing face-to-face activity with social media, with a far wider reach. This includes our Facebook Live events, live streaming QandA sessions with staff, and listening to individuals' experiences of services.

We have several social media channels that anyone can follow and these are outlined below:



Twitter:

www.twitter.com/gloshospitals



Facebook:

<https://www.facebook.com/gloshospitalsNHS>



YouTube:

www.youtube.com/c/GlosHospitalsNHS



LinkedIn:

<https://www.linkedin.com/company/gloucestershire-hospitals-nhs-foundation-trust/>

**What will
we be doing
this year?**

What will we be doing this year?

Over the past year, we have developed an engagement plan to ensure we are able to attend as many key local events and celebrations, as well as being invited to support community programmes.

We will continue to explore new ways to connect with our communities to help gain a deeper understanding of priorities, ensuring what we all do remains responsive to local needs



What will we be doing this year?

Key priorities over the next year include:

- 1 Co-design a new Engagement and Involvement Strategy
- 2 Co-design the new Trust strategic plan
- 3 Inclusive Language Guide
- 4 Introduce a new digital patient portal PEP, improving access to appointments, health records,
- 5 Support and work with the Patient Experience Team Accessible Information Standards (AIS),
- 6 Support the Trust Charity 'Lions at Large' project with the Pride of Gloucestershire Trail taking place in the summer of 2025 to fundraise for new cancer care facilities in Cheltenham.
- 7 Reframe – Diverse Images for Healthcare Project with Medical Photography.
- 8 Maintain our partnership with Youth Thinkers Gloucester, supporting some of the most deprived areas and engaging communities on health issues;
- 9 We will continue to focus on health equity and work towards ensuring all communities have access to the right care, at the right time, in the right ways.

If you want to find out more about the activities mentioned above, make sure you join the 'Get Involved in Gloucestershire' <https://getinvolved.glos.nhs.uk> platform where you can also share your views, experiences and ideas about local health and care services across the county.

Summary

**Individually,
we are
one drop.
Together, we
are an ocean**

Ryunosuke Satoro

Meaningful community engagement and involvement is at the heart of what we do. In a year in which we celebrated and reflected on 75 years of dedication and care of those who have worked with and within the NHS, as well as the Windrush generations who shaped our communities and services, it is absolutely clear that it is together where we can make such a huge difference in the lives and wellbeing of each other.

Through working together, in meaningful partnerships with local people and community groups, we gain invaluable insights into specific health needs, challenges, and barriers that impact on accessing services and health and wellbeing. This deeper understanding enables us to develop culturally sensitive and impactful partnerships and improve access to services.

Over the last year we have continued to make good progress in several areas, including permanent recruitment to our Community Engagement and Involvement Team, who lead on building relationships with a range of partners, communities and seldom heard groups. Our Young Influencer group now has a direct role on the Council of Governors, including the election of a Governor, and they have led several projects to support services.

We have also continued to develop our “Centres of Excellence” at Cheltenham General Hospital and Gloucestershire Royal Hospital and over the last year there has been several exciting building works completed, including the opening of the new Chedworth Surgical suite in Cheltenham, the upgrade of the new Emergency Department in Gloucester, and the new Cardiology Cath Labs in Gloucester, all helping to improve access and service quality at our hospitals.

Our partnerships and relationships with local community groups, voluntary organisations and service providers has meant we have continued to reach more people across the county and help improve access to our hospitals. The impact of what we do together ensures we make it easier for people to share their experiences and to help understand what matters most to them.

Summary

Thank you

We have also continued to improve and develop the way in which we engage and involved people, from attendance at numerous events and groups, to strengthening the quality of live streaming and digital tools. We've incorporated this to our engagement activities, with a mix of virtual, digital, and face to face events to enhance our outreach and involvement.

Ultimately, our community engagement and involvement work are essential for creating a health and care services that are patient-centred, equitable, and effective. By working together, we can improve health outcomes, reduce healthcare costs, and create healthier and more connected communities.

As we move forward, we remain committed to involving people in shaping better health and care services. We want to strengthen our work and demonstrate the positive impact of engaging with communities and stakeholders. We will continue to work together to meet new challenges as the needs of our local population evolve.

We would like to thank all the individuals, partners and organisations who have taken part in our involvement and engagement activities during the year. Our aim is to put the voices of local people and communities at the centre of health and care decision-making in Gloucestershire.

