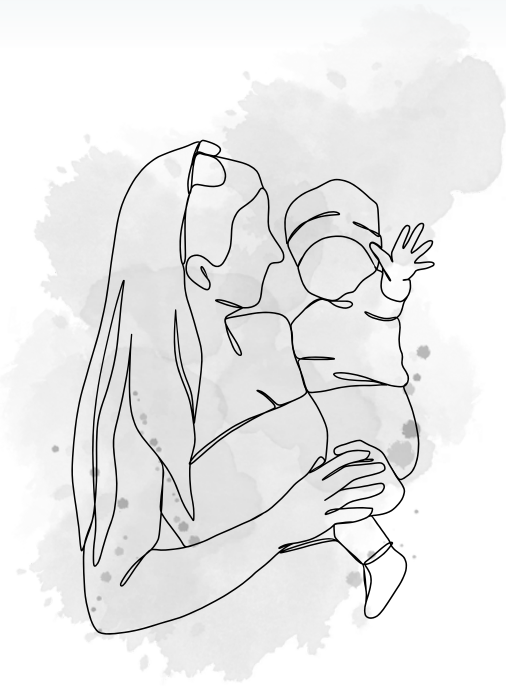


We're seeing a shift towards place-based commissioning across integrated care systems; and a growing movement to involve service users in the design and delivery of services. However, commissioners often need expertise or more capacity to translate people's feedback into actionable insights.



## ABOUT THE PROJECT

**Purpose:** an inclusive engagement project to inform commissioning

**Clients:** Surrey County Council and NHS Surrey Heartlands ICB

**Scope:** complex and politically sensitive landscape: 25 children's community health services across Surrey. New 8 year contract, with multi-million pound budget

**Delivery timeframe:** June - November 2022

## FROM WORD CLOUDS TO ACTIONABLE FEEDBACK

Surrey health commissioners took an opportunity in their commissioning cycle to gain deeper insights to inform the design and specification of their future services.

While commissioners had service performance data and some feedback across multiple user engagement forums, they felt they lacked actionable insight into:

1. Current experiences of children, young people, their families and carers;
2. What's working well and what isn't working well for both service users and professionals across the county; and
3. How lived experience can shape community health support for families going forward.



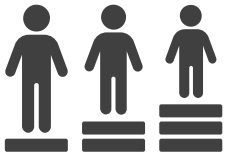
*"The insights and actionable feedback gained from this piece of work are invaluable, enabling our re-commissioning process to incorporate improvements highlighted by children, young people and their families."*

**Caroline Boardman**

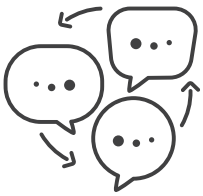
Strategic Commissioning Lead  
Surrey County Council

## HOW WE DID IT

We needed to draw together what matters to local people about their local community services.



**Inclusive approach:** To better understand equity in service provision and experience, it was important to listen to a diverse range of voices and needs. We paid particular attention to creating representation across social demographics and locations.



**Comprehensive engagement:** Using this inclusive approach, we connected with 140 different people to gain a holistic view:

- with children, young people, parents, carers and front line professionals,
- in clinical settings, community locations, offices and family homes,
- spanning sectors of health, education, and voluntary services,
- across 11 site visits, community events; connecting with 17 system partners and receiving 300+ written contributions from other projects.



**Insightful feedback:** We then undertook rigorous analysis using a range of operations research and continuous improvement techniques. We combined this rich narrative data with our deep understanding of the complex landscape. From this, we developed user-centred, actionable feedback.

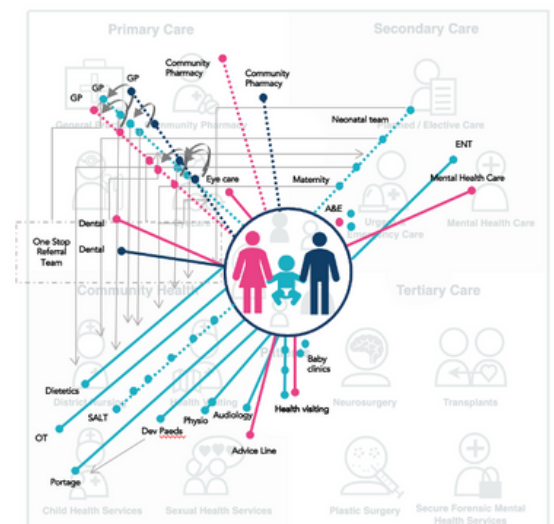
Actionable feedback is a series of statements that can be used across services. It is more specific and descriptive than the big picture strategy. It is not so specific that it only relates to 1-2 individual services.



**Informed decisions:** Our findings were shared in a comprehensive report with narratives, insights, and actionable feedback. This included five representative personas and infographics to enable commissioners to tell the stories of real people in board meetings and decision making forums.

## WHAT DIFFERENCE DID IT MAKE?

- Commissioners broadened their perspectives from 'what matters to children' to 'what matters to the whole family?' Shared language enabled better service design for layers of complexity.
- Children and young people, their families and carers valued the opportunity to have their voices heard and to contribute to service improvement.
- Their feedback directly shaped the future service delivery model and the final report was shared with potential providers as part of the procurement process.
- The project sparked a real commitment for continued service user involvement and co-production.



People have busy and complex lives: mapping 50+ health interactions for one family over 17 months