

Civica Community Engage

NHS Frimley ICB deliver engaging digital consultations to collate community views on local services

NHS Frimley Integrated Care Board (ICB) aim to get the best possible health outcomes for their local population through assessing local needs, setting priorities and strategies, and procuring services.

To achieve this aim, the ICB work closely with other local service providers to understand and ensure people have the support they need.

Live well in Farnham

'Live well in Farnham' is a partnership between NHS Frimley ICB, Frimley Health and Care ICS, Farnham Primary Care Network, Farnham Maltings, Hale Community Centre, Active Surrey, Surrey County Council, Waverley Borough Council, Farnham Town Council, Rushmoor Borough Council and Surrey Police, which was created to better understand the needs of local people in Farnham.

Simple survey creation

Using Civica Community Engage, the ICB have been able to easily create visually appealing and feature-rich consultation surveys. With its intuitive design and visual logic builder, Civica Community Engage allows users to specify display logic and create interactive question types containing branches, loops and question forwards – which easily guide the responder through the survey.

Community consultation

Steve Manley, Head of Engagement at NHS Frimley ICB said: "Between December 2021 and January 2022, we opened a consultation for residents of North and West Farnham. Using Civica Community Engage we built our Living Well Survey, which encouraged the local community to provide their views on a range of topics including physical and mental health, healthcare, exercise, diet, public transport, digital communications and more."

"To support our consultations, we implemented Civica Community Engage to provide residents with opportunities to share their views and enable the ICB and other local service providers to collate and understand what people feel about the services available to them."

Steve Manley
Head of Engagement
NHS Frimley ICB

1

Easy-to-use surveys for all the community

2

Live reporting and real-time dashboards

3

Community website for sharing insights

Case study



Capture more

"Due to the Covid-19 pandemic, face-to-face consultations were not possible. Civica Community Engage provided us with an online solution where we could continue and expand our consultation capabilities, reaching even more people."

With the survey open to all residents, the ICB built their survey to be easy to use, with no specialist technical expertise required. The survey was made accessible on all devices, including laptops, tablets and mobiles.

Residents were reached with the survey via multiple channels, including email and SMS. Distributing the survey via multiple channels meant the ICB were able to reach a broader mix of demographics in the community.

Local GP Practices in Farnham also sent the survey link to those registered with their practices via SMS. The SMS delivery was a big part of the success of the consultation, being mobile friendly suited the way people interacted with the survey.

Data and analytics

Civica Community Engage provided the ICB with a suite of real-time and interactive dashboards to explore and analyse the data and insights from their survey.

Civica Community Engage reduces time preparing data and makes analysing data easy. Data can be filtered by time, date, location, demographics and more. Complex data can be converted into word clouds, location heatmaps and charts – with the ability to create pivot tables for deeper analysis.

"After the consultation period, all stakeholders gathered to review the data and discuss insights from the survey and how we can use them to drive initiatives forward. We were also able to easily copy and paste the graphs and dashboards from Civica Community Engage into documents and reports, which we could share with other colleagues and stakeholders."

Community website and insights sharing

With its intuitive drag and drop website builder, Civica Community Engage enabled the ICB to build a community and stakeholder engagement website, where they shared the results of the survey.

"We're using the website to share results from the consultation and to improve awareness of local services and resources – something that was highlighted as in need of improvement in the survey. The consultation website is a space where residents can see that their views are being considered in vital health and care decisions. Over time, we'll use the website as a place to carry on the conversation and introduce more surveys and consultations."

"The engagement and successful outcomes from the Farnham consultation has been acknowledged by neighbouring areas. It's helped open further consultation conversations with other areas around Frimley."

"Almost 2,000 people completed the survey. This is an exceptional response rate, which showed the power of working in partnership alongside the functionality of a user-friendly platform such as Civica Community Engage. The consultation has provided the ICB and our partner organisations with detailed insights on ways we can improve the health and wellbeing of the local population."

Steve Manley
Head of Engagement
NHS Frimley ICB

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