

Social Inclusion Project Report 2021 - 2022

Community Engagement



INTRODUCTION

During the pandemic, the Public Participation Team applied for funding through NHS Charities Together to address some of the gaps in engagement with Black and Minority Ethnic (BAME) and other seldom heard communities.

A grant of £50,000 was received and this supported funding a Social Inclusion Facilitator role for 12 months. The aim of this role was to establish links and build relationships with seldom heard community groups and organisations and individuals across Shropshire, Telford & Wrekin, and Powys.

The project ran from January 2021 to October 2022; at the start of the project a gap analysis of our existing links with socially excluded groups was undertaken to identify Areas of Focus.

DESIRED OUTCOMES

- ▶ **Identifying key barriers to engagement and putting effective mitigation in place** - Understanding the circumstances of those we seek to engage
- ▶ **Engage in regular meetings with appropriate networks to keep in contact with stakeholders and generate an increase in enquiries and engagement from stakeholders** - Establishing relationships with a wide range of stakeholders and advocate groups
- ▶ **Show an increase in both group and individual membership.**



- **Young People** – partnership with Voluntary and Community Sector (VCS) youth organisations.
- **LGBTQ+** - Partnership working with Lesbian, Gay, Bi-sexual & Transgender plus (LGBTQ+) representatives and forums.
- **Rural Communities** – Existing forums and groups.
- **BAME** – Community leaders and representative groups.
- **Gypsy & Travellers** – In person visits to sites with Traveller's Officers.
- **Faith Groups** – Dialogue with representatives of Faith Groups and Interfaith organisations.
- **Carers** – Engage with Carer's support groups.
- **Addictions** – Establish relationship with existing support groups.
- **Learning Disability** – Engage with support groups and families.
- **Refugees/Asylum Seekers** – Work with local authority services and refugee support groups.
- **Homelessness** – Liaison with VCS homeless organisations.
- **Armed Forces Veterans** – Liaison and outreach work with representative organisations.
- **Disability** – Engage with representative groups and existing forums.

COMMUNITY MEMBERSHIP - KEEPING OUR SELDOM HEARD GROUPS ENGAGED

To support our communities to get involved, we offer a free community membership scheme.

Community membership is a great way of keeping our seldom heard groups informed and involved with our hospitals. We offer individual and organisational membership with all the seldom heard groups we linked with.

There are over 3,000 existing Community Members and more than 300 Organisational Members; anyone over 14 years old, living in our local area can join us.

Members receive a regular member's email update (called #GetInvolved) which has the latest Trust news, upcoming events and news from our partners. Other member benefits include:

- Invitations to attend our regular series of 'About Health' Events
- Telling us about the needs and expectations of your local community
- The opportunity to get involved in the future service developments
- Getting involved in focus groups, workshops and special interest groups about the health issues that matter to you
- Simply becoming a member to show your support for local hospital services
- The opportunity to volunteer in a variety of roles in our hospitals



YOUNG PEOPLE

We visited the Induction Festivals at the four campuses of the Shropshire College Group and Telford College during the year. This gave us the opportunity to discuss getting involved and the many volunteer and career opportunities for young people within The Shrewsbury and Telford Hospital NHS Trust (SaTH).

The Social Inclusion Facilitator was part of the multi-disciplinary steering group which designed, organised, and helped run the South Shropshire Youth Conference (SSYC) on 25th June at Craven Arms Discovery Centre.

This well attended event was designed to connect young people with local decision makers to discuss ways of making change happen where they live. Participants were asked to pledge to act around a specific issue, with the pledge being reviewed in September 2022.

CHANGE IN YOUTH MEMBERSHIP BETWEEN OCTOBER 2021 AND OCTOBER 2022

**Our community members aged 14-25 increased from
136 to 594 which 263% increase in numbers**



OUTCOMES

As part of the Steering Group for the SSYC, we raised our profile by leading on a workshop and giving a two minute 'elevator pitch' about getting involved with our hospitals. The work was only in South Shropshire and will be replicated in Central and North Shropshire, Telford and Wrekin and the Powys areas. We will be working with the Shropshire Youth Association, Shropshire Youth Support Trust, and Powys Youth Service.

The increase in youth membership has a correlated increased in interest in careers in the NHS and our the 'Young People's Academy' [pictured above]. As a result, we have been in contact with Employment Services in Shropshire, Telford and Wrekin and Powys. This has led to an invitation to their Team Talk, where we outlined the career and volunteering opportunities available to young people, and others.

These sessions will be repeated for Job Box employees in Telford and Wrekin and Employment Services, Powys.

LGBTQ+

We engaged through conversations with LGBTQ+ representatives and groups; we met with the chair of Telford LGBT+ group and discussed how we could offer support at any future events.

The Community Engagement Team, which the Social Inclusion Facilitator sits within, were invited to the first meeting of a transgender support group in Telford and we are giving them on-going support and information.

We met representatives of Safe Ageing No Discrimination (SAND) and have invitations to their events on a regular basis. We discussed their Covenant and highlighted it to the Equality Diversion and Inclusion (EDI) leads at SaTH for further discussion. The Covenant asks organisations to in Shropshire, Telford & Wrekin sign up to 5 broad commitments and agree an annual action plan for change linked to five commitments for older and old LGBTQ+ people. It is hoped that the SaTH Pride Network will lead this commitment for our patients.

We are part of the Integrated Care System (ICS) LGBTQ+ Pride Network engaging in discussion about healthcare issues faced by the LGBTQ+ community and the experiences of LGBTQ+ staff and patients.

Contact has been made with a small LGBTQ+ group in Newport and with the Powys Freedom, an LGBTQ+ Young Person's Group in Newtown and Welshpool.



OUTCOMES

We had a stall at the Llanfyllin Pride Festival in Powys, where we signed up over 20 individuals and organisations as members.

We continue to be visible and supportive of LGBTQ+ groups so that they can network and receive support, especially from healthcare-based organisations capable of raising the issues relevant to the LGBTQ+ community.

We established a good working relationship with Safe Ageing No Discrimination (SAND), a group working to improve the experience of older and old lesbian, gay, bisexual and trans people in Shropshire as they access health and social care and related services.

As part of the commitment to the SAND Compact, we will develop an Action Plan, in partnership with the STW ICS Pride Network. These actions will also act as a platform for future engagement with other LGBTQ+ groups and individuals.

BLACK AND MINORITY ETHNIC COMMUNITIES

We have attended several events either organised by BAME organisations or held in areas of high BAME population. These included:

- The Telford Afro and Afro-Caribbean Resource Centre Family Fun Day and Windrush Remembrance Event at Hadley Learning School [PICTURED]
- The Hadley & Leegomery Fete in an area of high BAME population.
- Hadley Healthier Minds Festival, Telford Cultural Centre, Hadley. An opportunity to learn about health and wellbeing for people from diverse backgrounds.
- SEMA – Shropshire Ethnic Minority Association; We have established an ongoing relationship with SEMA. SEMA is for those of non-Majority cultures to join together in the sharing and promoting of those cultures and experiences in Shropshire.
- Craven Arms Mosque – A meeting with the Imam to discuss ways to involve the Muslim community in South Shropshire.
- Later in the year we attended a community event to hear from a group of Palestinian schoolchildren on their experiences of living in the occupied West Bank
- International Children's Day – Monkmoor – A Day attended by a high number of people of Eastern European heritage. International Children's Day is a public holiday in former Eastern Bloc countries.
- Polish Heritage Day – Telford – Polski Glos organises the day as a celebration of the cultural traditions of Poland and the Polish Community.



5.0% of the population of Wales self-identified as BAME in the 2022 survey. Of these 2.0% live in Powys. Our two biggest areas of population – areas likely to use SaTH as their main secondary healthcare providers – are Welshpool with 1.9% self-identifying as BAME and Newtown with 2.5%. It is likely that the rural hinterland has an even sparser representation.

OUTCOMES

We are working with Ethnic Minorities and Youth Support, Wales (EYST) and with Race Action Wales (RAW) –and Tros Gynnal Plany (TGP Cymru).

To better connect with the BAME community we are co-operating with representative organisations, such as Telford Afro and Afro-Caribbean Resource Centre (TAARC) and Shropshire Ethnic Minority Alliance (SEMA), to reach individuals with pre-tested health messages within the appropriate cultural context.

Activities such as the Hospital Transformation Programme (HTP) will require consultation with active BAME groups that can help us to understand issues at a local level. Ongoing engagement will generate the evidence base to identify barriers to accessing appropriate healthcare.

The twenty-plus BAME groups who are Organisational members will help facilitate these actions.



GYPSY AND TRAVELLERS

A site visit to Park Hall Traveller's Camp was made by the Social Inclusion Facilitator in the company of the Shropshire Council Traveller's Officer.

Many of the residents of this Council owned site live in 'Park Homes', plastic kit houses erected on a concrete slab with services such as running water and electricity. Sewerage and clothes washing facilities are provided in individual brick-built sheds, often used as a day room by residents of the site.

The visit was made after 9:30am on a weekday when the site becomes quieter and the men on the site have gone to work. Consequently, it was only possible to speak to women. The residents of the site identify as English Romani; we spoke to seven people ranging in ages from 22 to 71.

The consensus was that their GP and hospital services were good. Where any shortfall existed, it was acknowledged that this was across society in general.

One interviewee spoke of the death of their young daughter through leukaemia at the age of 9. Despite this loss, she was full of praise for the compassion and quality of care from SaTH staff.

Several of the families and individuals interviewed made mention of their need for and use of mental health services for themselves or their children.



OUTCOMES

The term Gypsy/Travellers covers a wide and disparate group of people each have differences of language, history, and culture.

Visiting the Oswestry site, we spoke to eight individuals. Further visits have been arranged to sites in Telford & Wrekin, Powys has a permanent site in Welshpool to which we are arranging access. We will continue to make contacts within this group who may see challenges in engaging with statutory organisations. We will need to build trust and understanding, this will take time and a consistent message.

FAITH GROUPS

We have established an ongoing contact with the Telford Interfaith Council and signed them up as organisational members.

In Shropshire we are working with the Craven Arms Mosque [pictured] and will be doing a presentation to the Craven Arms Mosque Women's Group and will to organise a men's walking and talking group.

Contact was made with the Shri Radha-Krishna Temple, which serves a congregation in both the Shropshire and Telford areas. We will continue to develop this relationship.

In Powys, the largest faith community in the 2011 census after 'Christian' and 'no faith' were Buddhists. At 567 they form 0.4% of the population, with Hindu, Sikh, Muslim, and Jewish faith followers forming between 0.2% and 0.06% of the population.

The Social Inclusion Facilitator has been in touch with a Buddhist Ashram and has asked for feedback from members.

We attended the Inter-Faith Week talks on 14th to 18th November at SaTH.



OUTCOMES

Faith based organisations will be an integral part of any future strategies which require engagement with people and communities. We will be seeking to strengthen the existing relationships with faith-based organisations in order to establish clear channels for future engagement.

CARERS

Because of the often-isolated nature of a carers role, support organisations are often the place to reach this group, although several carers have signed up as a member through stalls at public events.

The Social Inclusion Facilitator has been involved with Community Connectors, who operate throughout Shropshire and Powys. This platform for voluntary and community sector organisations to exchange information include carer's organisations, many of which have been signed up as organisational members.

We have spoken with the lead for the Shropshire Carer's Support Team and have been given the contact for several peer support groups.

The Hadley Healthier Minds Day, 5th May 2022 was an opportunity to talk to and engage with various carer's groups, as well as other Voluntary and Community Sector (VCS) organisations.

Connect for Life, an Oswestry based carer's support organisation, was visited on 5th September. They deliver day care respite for carers and dementia sufferers, along with advice and support services. They have received funding through NHS Charities Together Stage 2 Grants and were interested in discussing ways of maximising their future income through other sources and extended provision.

Sutton Hill – The Hub on The Hill, also had funding through NHS Charities Together for carer's support including respite and advice and support services. The visit was to firm up the reporting structure in order to obtain a better picture of the outcomes of the funded actions.

The Community Engagement Team attended the World Mental Health Day on 10th October 2022 in Shrewsbury Abbey. Over fifty individuals and organisations were signed up as members, including carers and a range of carers support organisations.

OUTCOMES

We continue to engage with carers wherever we can, and especially by using their dedicated support organisations. Building strong relationships with a variety of carer groups and voluntary sector groups and charities at a local level, as well as working with the national carer organisations, helps to address some of the inequalities that exist in working with carers who may be under-represented or seldom heard.

ADDICTIONS

We have engaged with users support groups in Telford, Powys, and Shropshire. The Social Inclusion Facilitator has visited and talked with staff and clients at Telford After Care Team (TACT). Most of the staff are ex-service users.

Building on our existing links with TACT, the Social Inclusion Facilitator had discussions with members of the TACT team and service users. Their experiences of SaTH were mostly positive and often not related to their addictions.

A visit to Kaleidoscope in Welshpool elicited a similar response. Clients spoke of receiving excellent care at SaTH when they needed it, either in response to an appointment or as a user of A&E services.

A visit to Shropshire Recovery Partnership also gave rise to an invitation to attend their SMART Recovery Groups. These are in person meetings held in Oswestry, Shrewsbury, and Ludlow. Again, clients were positive about their treatment at SaTH.

It is worth noting that the people we met are already engaged with recovery services, those not already engaged are very hard to reach.



OUTCOMES

We continue to have a relationship with the support organisations and encourage former users to engage through membership of SaTH and Patient Experience.

We expect that the return of our face-to-face People's Academy courses will be helpful for service users in these communities and will share information through our email updates.

LEARNING DISABILITY

We worked with Severndale Academy, a Shrewsbury-based provider for children and young people with special educational needs.

In March 2022 we ran a Learning Disability People's Academy designed for young people with learning disabilities. All LD Academy sessions are designed to help reduce anxiety about visiting our hospitals and this time we were able to take a selection of uniforms for the young people to familiarise themselves with.

We have made inroads with offering volunteering opportunities for young people and adults which will also help to reduce anxiety about visiting our hospitals for those who join.

OUTCOMES

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We expect that the return of face-to-face People's Academy courses will be helpful for service users in these communities and will share information through our email updates.

REFUGEES/ASYLUM SEEKERS

We met with Shropshire Supports Refugees (SSR) the voluntary sector organisation co-ordinating the settlement of refugees (from areas of conflict, such as Ukraine, Syria, and Afghanistan). SSR works across Shropshire and Telford & Wrekin to offer a support network to both existing and new refugees and asylum seekers and have the resources and contacts to offer assistance and advice. We discussed how we could work together to increase understanding and involvement with our hospitals.

We regularly met with Powys Association of Voluntary Organisations (PAVO) network which operates in Powys. The network has been instrumental in setting up a weekly advice session for refugees and asylum seekers in Newtown. We have been invited to attend sessions as and when appropriate.

OUTCOMES

As a result of our co-operation with SSR we now have applications for SaTH volunteer roles from Ukrainian refugees, one of whom is a qualified doctor.

We continue to work with both PAVO and Shropshire Supports Refugees to offer appropriate advice to the refugee and asylum-seeking communities. We will look at further suitable opportunities for volunteering and involvement with the SaTH.

HOMELESSNESS

The Shrewsbury Ark operates in Shrewsbury town centre and provides a day centre for homeless and vulnerable people [pictured]. They offer basic facilities to their clients, such as a hot shower, laundry, internet, phone charging and hot meals and drinks and GP access.

They do not provide accommodation and many of their clients are still 'rough sleepers' as well as self-selecting transients or those passing into stable rented accommodation, with support from the project.

We visited and spoke to clients on several occasions. What was noticeable was the difference that access to a GP had made to them. They felt that they could discuss any health issues and receive appropriate referral to secondary health care through the onsite healthcare visits.

Stay is the equivalent provider in Telford & Wrekin. We have visited them to discuss support services at their outreach facility.

Powys does not have any equivalent services in the Welshpool and Newtown areas, possibly due to the low numbers in those areas.



OUTCOMES

By engaging with The Shrewsbury Ark and Stay we are building trust with individual service users in order to find out how we can best involve this group in our work.

ARMED FORCES VETERANS

We have been working with the Shropshire Armed Forces Outreach Team visiting sessions in Bridgnorth, Shrewsbury and Shawbury RAF base.

There are also Veteran's Breakfast Clubs in Telford, Newport, Oswestry, Whitchurch, and Shrewsbury. These provide a more informal atmosphere for a relaxed chat, and we will be visiting these over the course of the next six months.

We are in contact with the Armed Forces Veterans Co-ordinator at Powys County Council and have arranged to meet and discuss how we can work with existing outreach events.

We are invited to attend the regular support sessions in Telford and Wrekin

OUTCOMES

We continue working with the outreach teams from Shropshire, Powys, Telford & Wrekin and the voluntary sector provided support through breakfast clubs and other activities. We continue to engage through these and work with the SaTH Armed Forces Veterans Champion.

DISABILITY

We are part of the Community and Voluntary Services (CVS) network for Shropshire and its equivalent in Powys. The network meets on a regular basis and the membership includes support groups for disabled people. Having talked with individual people identifying as disabled the issues were raised as being barriers to access and involvement:

- The limited availability of accessible services.
- The inadequate skills and knowledge of health workers.
- Poverty –the cost of transport for the disabled and their carer.
- Inaccessible transport –physically inaccessible or poorly co-ordinated.
- Poor communication from others.
- Negative attitudes in others.

OUTCOMES

We work with support and peer groups for disabled people in Shropshire, Telford, and Powys. We are encouraging these groups and individual members to Get Involved in order to address identified barriers. We are engaged with Carers who have caring responsibility for disabled people and with groups that are directly representative of the disabled.

CONCLUSIONS

As a hospital Trust, it is right that patients, carers and our local communities are at the heart of everything we do, and involving our community is important and needs to be strengthened. We want to build greater public confidence, trust and understanding by listening and being responsive to the needs of our local communities.

We will continue to build links with our Areas of Focus/seldom-heard groups who we have started to work with over 2021 - 2022. We will need to ensure we are listening to and responding to people who are within these groups.

Many of the people we have talked to, both service users and their advocates, have stated that successful healthcare outcomes for patients from seldom-heard groups are dependent on mutual trust, between those who provide the service and those receiving them

We will ensure that key barriers to engagement are identified through ongoing conversations and understanding the needs of those groups.

A sound partnership between the third sector and healthcare providers is essential if we are to be effective in increasing the opportunities for involvement in their own healthcare of those in danger of exclusion.

We recognise that the third sector delivers specialist services and often provides us with excellent opportunities for engagement. These organisations normally have a greater

understanding of the lifestyles and challenges experienced by those from seldom-heard groups.

We also recognise that while we have been successful in reaching many of the Area of Focus, there is still work to be done to build connections with the same groups in other geographical areas we cover.

Finally, we need to not only build relationships but to maintain them in a way which shows our commitment to creating a two-way communications channel which will not only inform but also listen and collaborate.



APPENDIX 1 - ORGANISATIONS WE HAVE LINKED WITH IN 2021 - 2022

Organisation	Outcome
Telford LGBTQ – Support group for people identifying as lesbian, gay, bisexual, trans and queer in the Telford area.	Consulted with organiser, ongoing contact for Telford & Wrekin.
Sutton Hill Community Centre – Hub on The Hill; Community social enterprise in an area of urban deprivation within Telford.	Ongoing relationship with the Hub – We helped with NHSCT application and used the Hub facilities for Young People's Academy session.
Park Hall Travellers Site residents meeting – Mile End, Oswestry.	Visited with council Liaison Officer. Interviewed and signed up several Community Members.
Telford Patients First Group – Representing patients in Telford and Wrekin.	Standing invitation to regular meetings.
Market Drayton Patients Participation Group – North Shropshire PPG.	Invited to attend a scheduled meeting as part of Pushto sign up PPGs to Organisational membership.
Ark Project – Homelessness project bases in Shrewsbury.	Visits to engage with service users and to assist with NHSCT application.
Telford & Wrekin Interfaith Council – Community support charity.	Current relationship giving access to faith organisations in Telford & Wrekin.
South Shropshire Youth Forum – Young people's support charity.	The South Shropshire Youth Forum has regular Youth Consultation events to which we have a standing invitation.
Community Connectors – Shropshire – four local area networking groups which link all organisations, charities and social enterprises working in community support – North Shropshire; South-West Shropshire; South-East Shropshire; Shrewsbury.	We attend these regular meetings where we are able network with a wide range of community organisations on a consistent basis/
PAVO – Powys Association of Voluntary Organisations - local area networking groups which link all organisations, charities and social enterprises working in community support – Newtown and Welshpool.	Regular meetings with voluntary and community groups in the Powys area – particularly in Newtown and Welshpool. Opportunity to make a wide range of contacts in the Newtown and Welshpool areas.
Armed Forces Networks – A network of informal support for ex-service people and their families. Shropshire, Telford & Wrekin, and Powys.	There are three distinct networks with differing methods of engagement with former members of the Armed Forces. We have engaged with individual attendees at a range of venues in Shropshire, Powys, and Telford & Wrekin.

Organisation	Outcome
Shropshire Recovery Partnership – (Turn to Us). Working with Drug and alcohol misusers across Shropshire.	We have attended a series of drop-in sessions for service users in North, Central and Southern Shropshire.
Shropshire Supports Refugees – Support Charity for refugees and asylum seekers across Shropshire and Telford.	By working with SSR we have placed refugees in voluntary roles within SaTH, including a Ukrainian doctor.
Craven Arms Mosque – offering faith support to Muslims and social support to Muslims and non-Muslims alike.	We have attended several social events at the mosque and are developing an ongoing relationship with the Muslim community.
TAARC (Telford African & Afro-Caribbean Resource Centre)	We attend their community events which celebrate the Windrush Generation and the contribution of the BAME Community.
SAND – (Safe Ageing No Discrimination). Older LGBT + Support Group.	We have asked SaTH to commit to the SAND Covenant as an organisation. The Covenant commits us to - providing the best possible quality services for older and old LGBT+ people; to learning what life can be – and has been – like for different LGBT+ people; commit to vocally and visually supporting groups working with and for older and old LGBT+ people; commit to creating meaningful opportunities for LGBT+ people; commit to assess and evidence change, including work carried out to engage LGBT+ people (within the group/organisation and outside it)
SEMA – (Shropshire Ethnic Minority Alliance) Support for ethnic minorities living in Shropshire.	We have developed a working relationship with SEMA, attending their events and supporting their aspirations to act as a resource for BAME groups in Shropshire.
Shropshire Humanists: Humanists, encouraging discussion and the use of evidence and reason, not dogma, in solving problems.	The Humanists have regular meetings and provide the opportunity to sign-up individual members to our Get Involved Project and to network with other organisations.
STAY – Telford, a charity providing housing and support services to homeless and vulnerable people in Telford & Wrekin.	Visits to engage with service users and to assist with NHSCT.

APPENDIX 1 - ORGANISATIONS WE HAVE LINKED WITH IN 2021 - 2022

Organisation	Outcome
TACT – Telford ; Substance abuse support, it is a community interest company run and managed by people who have been service users.	Visits to Peer Support Group helpful in discussing the Get Involved Project. Ongoing visits.
Ponhafren – Powys ; a mental health charity aimed at people who are socially isolated or excluded.	Ponhafren hosts the Mid-Powys Armed Forces drop-in sessions, also has reach into other hard to reach groups and networks.
Open Space – Newtown, Powys ; a community owned company delivering urban parks, allotments to foster community cohesion, a sense of place and community spirit.	Open Space provides 'green therapy' sessions in Newtown. Potential for future engagement in Powys.
Kaleidoscope – Substance abuse support in Newtown and Welshpool, Powys.	Visited and talked to service users at their Newtown and Welshpool offices.
Mid & North Powys Mind – Mental health support in the Welshpool & Newtown areas.	Part of the PAVO network a useful networking contact.
Job Box – Telford ; a Telford & Wrekin Council initiative supporting residents of all ages to find work.	Providing a link to volunteering and career opportunities at SaTH.
Shropshire Employment Services – delivering employment support and employer services.	Providing a link to volunteering and career opportunities at SaTH.
Telford Transgender Support Group – Telford ; Newly formed support group hosted by TACT.	A newly formed group to which we are giving ongoing support.
Connect for Life – Oswestry based C.I.C providing dementia support and carer's respite.	Supported their NHSCT application and agreed ongoing relationship for carer's feedback.
Department For Work & Pensions	Supporting them in developing employment opportunities for the disabled.
Shropshire Council	Local government
Telford & Wrekin Council	Local government
Powys County Council	Local government





Partnering
Ambitious
Caring
Trusted

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