Cornwall and Isles of Scilly Integrated Care System

NHS Cornwall and Isles of Scilly

Caring where it matters

Neighbourhood health engagement

Overview of ‘test and learn’ findings and next steps



Cornwall and Isles of Scilly Integrated Care System

Our approach

Overview of our neighbourhood engagement test and learn

Creating a neighbourhood led approach

- As part of our system wide engagement approach, we want to enable our Neighbourhood health teams – which includes system partners, from **VCSE organisations, local authority, NHS to lead community conversations at neighbourhood level -** as trusted equal partners.
- This shifts us further toward **“for the community, by the community”**, with partners facilitating engagement and receiving insight to shape plans.
- Working together as equal partners in designing and delivering this emerging neighbourhood approach with our neighbourhood health teams.
- This engagement model forms a central part of the **Neighbourhood Health Programme**, ensuring community voice becomes embedded, continuous and influential in local decision-making.
- We want to build a sustainable and consistent way to connect across neighbourhood areas over 2026/27, which could become part of our long term approach for system engagement

We set up partnership working groups from the neighbourhood team to plan/deliver the event over 8 week sprint

Test and learn in CIOS: 3 distinct phrases

NHS Cornwall and Isles of Scilly

Cornwall and Isles of Scilly Integrated Care System

Phase 1: Caring where it matter survey

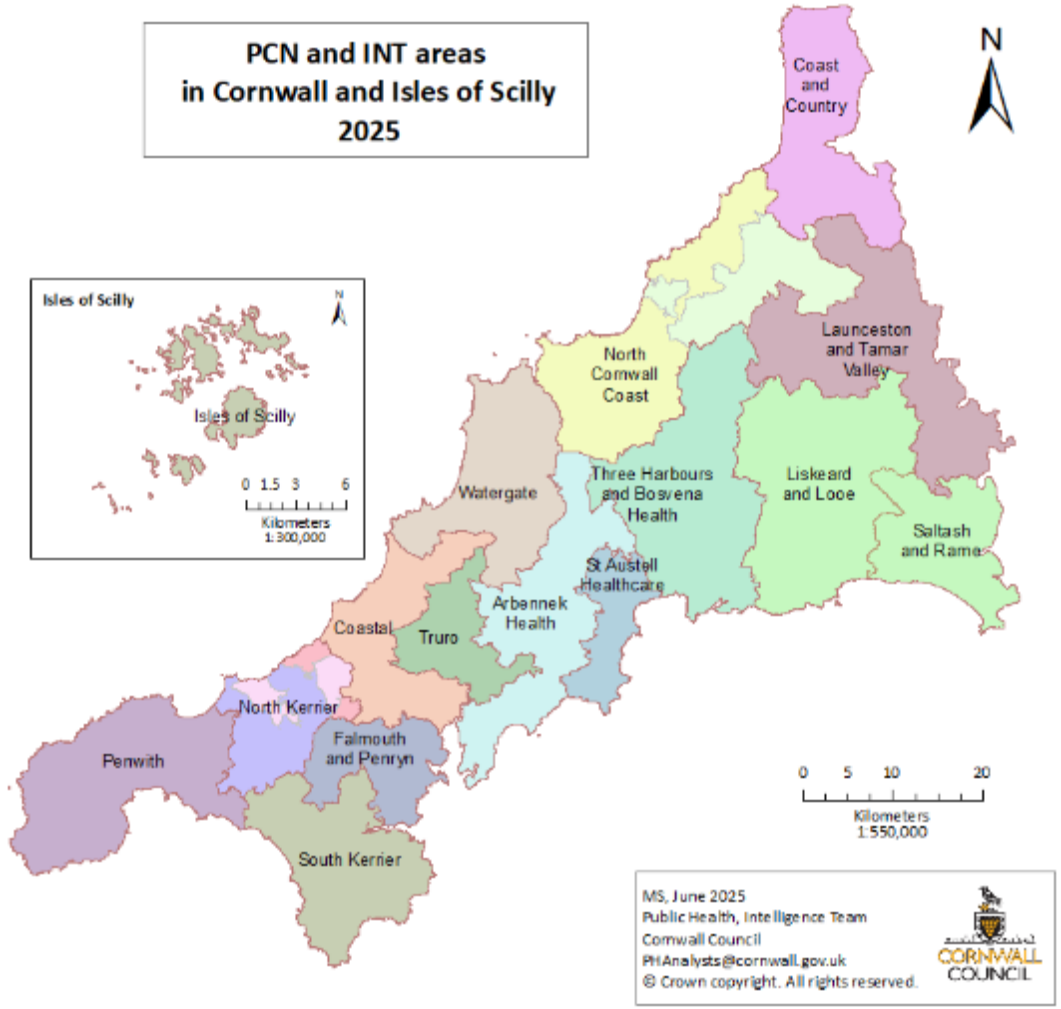
- **Timeframe:** November 2025 – March 2026
- Online survey supported with targeted engagement programme to reach our core20+5 audiences

Phase 2: Wave 1 neighbourhoods test and learn

- **Timeframe:** February - May 2026
- 5 events in wave 1 areas
- Develop with local people, partners and stakeholders an ongoing comms and engagement approach for the long term

Phase 3: Redefine and scale up to reach Wave 2

- Roll out across Cornwall
- Implement across Devon



*** Different places will move at different paces** reflecting the different start points and development rates of the local neighbourhood leadership teams.

What we did:

1. **Engagement network mapping** for each neighbourhood area to connect with key community leaders, people, stakeholder and groups (business/public/private)
2. **Run initial engagement** – online survey and engagement events to establish initial connection and feedback

After events we:

1. **Provided evaluation feedback packs for each neighbourhood health team**
2. **Follow up 'next steps' meetings**

Next steps after engagement

- **Establish local neighbourhood feedback group** - supporting neighbourhood teams to do in each area
- **Empower neighbourhood teams** to deliver ongoing comms and engagement
- **Support ongoing neighbourhood feedback groups** for wave 1 areas



Who we involved and invited?

We invited existing partners, groups and public to planned engagement activity and events, including**:**

- **Council Councillors**, networks for specific audiences and Community Area Partnership (CAP) and LCP groups.
- **Patient Participation Groups and community groups** across our communities
- **CIOS engagement network and local lived experience groups**
- **Cornwall Health and Wellbeing workers** and peoples they support
- **Healthwatch Cornwall** partnership boards
- Cornwall Voluntary Sector Forum (CVSF) and thematic alliance members
- **Local town and parish councillors and influencers from the wave 1 area**
- **Local schools, colleges and CYP groups**
- **Local businesses**, employers and stakeholders involved in health, care and wellbeing
- **Our ICS engagement network,** which includes our digital panel of over 2,000 members and our Lived Experience patient reference groups

And more…



Involving Children and Young people (CYP)

We are also working with Young People Cornwall (YPC) to involve local young people aged 8-25yrs which will include:

- **Working with YPC's 'Speak Up' advocates** who will attend our local neighbour events
- **YPC advocates will connect with wider local CYP** – we developing with YPC an empowerment method/training/support for Speak Up members to lead local engagement connecting with local existing youth groups, clubs and education activity (primary and secondary schools, PINS/Home educated groups/scouts/guides)
- **Developing sustainable children and young people engagement methods, activities and events** to continue their involvement in the future

We will widen then to connect with Cornwall Council's Youth Council, Together for Families and Active Cornwall Time to move programme – we will update our plans to reflect finalised detail and partners.



What we asked our communities

- How do we create communities where it's easier to be healthy rather than sick
- How do we enable communities to lead happier, healthier lives
- What barriers do communities face
- What ideas and ‘fixes’ can we use?
- How can we keep you informed and involved going forward – practical ways – listen walls, display areas, Facebook groups, regular email updates, through PPG?
- How can you be part of what is happening locally – support, communicate, volunteer?

The workshop sessions enabled us to:

- **Explains** what neighbour health is and intents/is doing for local communities
- **Showing the population health need** – using local population health data and our CWIM survey findings
- **Showcases** specific examples of ‘how’ this is happening – through films and people
- **Involves communities in codesigning** local neighbourhood health plans



Neighbourhood event format

Cornwall and Isles of Scilly Integrated Care System

At our initial neighbourhood events, we planned a range of ways people can get involved, this included:

- **Patient Participation Group (PPG) invited session for 3 events (Camborne, Lanivet and St Erme)**
  Local practice managers and PPG members invited to find out about neighbourhood health plans and how local PPGs can support across the 3 ICA areas

- **School section** – Invited Children and young people from the areas to attend creative or discussion sessions at 3 of the events

- **Drop in session – no need to book and inclusive**
  People to come along and speak to local health care professionals to find out about what is being planned for their local neighbourhood to improve health and wellbeing with opportunity to provide feedback in variety of interactive ways

- **Health and wellbeing 'market place' throughout the day** – providing information stalls from local partners and providing NHS health checks for blood pressure, cholesterol

- **Workshop sessions – book onto for an in person or online workshop**
  We will set up Eventbrite booking for the workshops (in person and online evening sessions)

  We also provided transport to help get people to the venue and provided refreshments/lunch

Roles and responsibilities to plan and deliver engagement

ICB role

- Communications and engagement support
- Training for neighbourhood teams 1) Eventbrite/event promotion, 2) comms toolkit and film making 3) menti and running engagement events
- Sharing expertise, advice and offering support to neighbourhood team with delivery
- Provision of engagement in a box for sessions

Neighbourhood team

- Representing key partners in your area
- Planning and delivering the event
- Local knowledge, local promotion and local stakeholder engagement/public inviting
- Local comms delivery – text message

Key points on neighbourhood health events

Cornwall and Isles of Scilly Integrated Care System

What worked:

- Mix of communications to reach people – social media, text worked well as did poster/word of mouth
- 'Explainer' and inclusive event concept worked well – giving people variety of ways to get involved over the day
- Providing transport and lunch helped entice
- Inviting personally from the local area
- One focused day – was easier to plan and deliver
- Positive feedback from those attending – public, stakeholders, exhibitors and partners
- More lead in time – to invite and involve more people

What would improve in the future:

- Not everyone can make one day and not everyone can get there – look into 'roadshow' visiting events and using existing events/groups happening in each areas e.g. large scale local event
- Easy read or tailored engagement sessions for different audiences
- Utilise existing comms channels and/or support neighbourhood teams to develop comms channels

Your story shapes our future



Neighbourhood health engagement events

Test and learn

Cornwall and Isles of Scilly Integrated Care System

Neighbourhood engagement delivered

Overview of our neighbourhood engagement test and learn

Neighbourhood Health engagement overview

Social Media

Facebook
Event promotion and outcome

189,644 reach

Reach" on Facebook means the number of unique people who saw the post

Online survey

1951 (93.1%) completion rate
That's **very high**.

6.9% drop-off
People who didn't complete

Events

3 Patient Participation Group meetings

5 Neighbourhood health in person workshops

5 health and wellbeing market place events

4 Neighbourhood health online workshops

Digital and print

NHS app and text sent to patients across the 4 areas.

Posters and flyers were delivered and displayed locally

Newspaper articles and adverts in the Voice and the Cornish Times over 4 weeks.

Pictorial adverts were also run in the newspapers to complement the articles.

CHAOS and Radio Cornwall coverage

Face-to-face engagement

Over
1,000
local people attended including:

- 3 x dedicated Children and Young people creative sessions with primary and secondary aged children.
- Invited members of patient participation Groups from 55 practices

Partner promotion

Bulletins articles were shared in GP, staff bulletins across the system and in our Cornwall Together and Cornwall Council newsletter.

Personally invited senior leaders, stakeholders, CAP, MPs and Healthwatch Partnership Boards, and Community Health and wellbeing workers across CIOS to attend.

November 2025 – May 2026









Lanivet – Three Harbours and Bosvenna









Camborne – North Kerrier









St Erme – Truro







St Austell Healthcare



















Isles of Scilly – St Marys and off Islands

Cornwall and Isles of Scilly Integrated Care System

Reaching our communities

Communications to promote the events and afterwards

NEIGHBOURHOOD COMMUNICATIONS

A communication plan supported the promotion of local events and engagement including:

- Text message invite through GP surgeries
- Social media adverts and posts across ICB, partner and channels
- Printed leaflets and posters displayed locally
- A series of newspaper articles over 4 weeks in local Cornish newspapers – The Voice newspapers and The Cornish Times, - as news items and advertorials.
- Invites sent from Chief Executives/leads in neighbourhood inviting stakeholders (MPs, Cllrs, lived experiences groups)
- Communications toolkits with print and social content, draft articles



CORNISH TIMES

HOME NEWS SPORT WHAT'S ON SEND YOUR STORY PUBLIC NOTICES

SERVICE \ AD FEATURE

Public invited to shape local neighbourhood health planning

What works, what doesn't, what's missing? Public invited to shape local neighbourhood health planning - Sponsored Article

17th Feb 2026 Leave a comment SPREAD THE NEWS



What works, what doesn't, what's missing? Public invited to shape local neighbourhood health planning

Local people are being invited to help shape the future of health and wellbeing services in their neighbourhoods, as we launch the first in a series of public engagement events taking place this February and March.

The neighbourhood health and wellbeing events will give residents, community groups, businesses and local stakeholders the chance to share what works well, what is difficult, and what could be better when it comes to health and support close to home. What people say will help shape neighbourhood services over the year ahead, with more events planned across Cornwall later this year.

The event is aimed at people who are registered with specific GP surgeries, helping neighbourhood health teams to listen and learn about the needs of each neighbourhood.

We are encouraged to attend the event linked to their GP practice and to sign up for workshop, where they can share views in more depth and help influence future plans.

Bracefield, Acting Chief Executive, NHS Cornwall and Isles of Scilly said:

"Now that the best health and wellbeing services are shaped with communities, not for. These neighbourhood events are about listening – to what's working well, what and what's missing – so we can design support that truly reflects people's lives and priorities.

"We encourage people to come along, share their experiences and help us shape neighbourhood health services for the year ahead."

Thomas, Place Director for Central Cornwall said:

"Every neighbourhood is different, and local people understand their communities better than anyone. By taking part – whether through a workshop, a drop-in visit or online – residents can help influence how services develop in their own area. This is a genuine opportunity to have your say and help shape health and wellbeing support closer to home."

Neighbourhood events locations and dates:

Lanivet Community Centre: Tuesday 10 February

This event is for patients from Bosvena Health, Fowey River Practice, Lostwithiel Medical Practice and Middleway Surgery, that form part of the Three Harbours & Bosvena Neighbourhood Health Area.

Chi Austel: Tuesday 3 March

This event is for patients from Mevagissey Surgery and St Austell Healthcare, that form part of the St Austell Healthcare Neighbourhood Health Area.

Why come along?

People attending can:

- Share their views and hear from others in their community
- Help shape local health and wellbeing services
- Meet neighbourhood health teams
- Take part in a way that suits them – by booking a workshop, dropping in, or joining online if they can't make the event

To make it easier to attend, a light lunch will be provided, and support with travel is available if needed.

How to take part

- Drop in: anytime from 10am to 4pm
- In-person workshops: from 1pm to 3pm
- Online workshops: from 6pm to 7.30pm

People are strongly encouraged to sign up for a workshop in advance, as this helps plan sessions and gives everyone time to share their views. Drop-ins are also welcome on the day.

https://cios.icb.nhs.uk/get-involved/caring-where-it-matters/







[St Austell residents invited to help shape future of health and wellbeing services | Cornish times]

[Cornwall residents invited to shape local health plans | Cornish times]

Communications toolkit for events

Cornwall and Isles of Scilly Integrated Care System

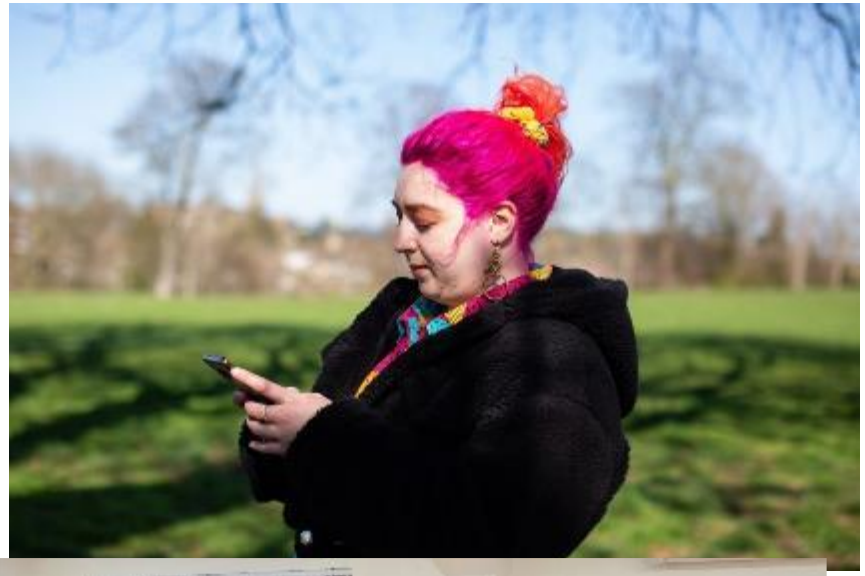
Each event had its own local promotional materials – social media posts, poster, and wording to use to invite local stakeholders and people.

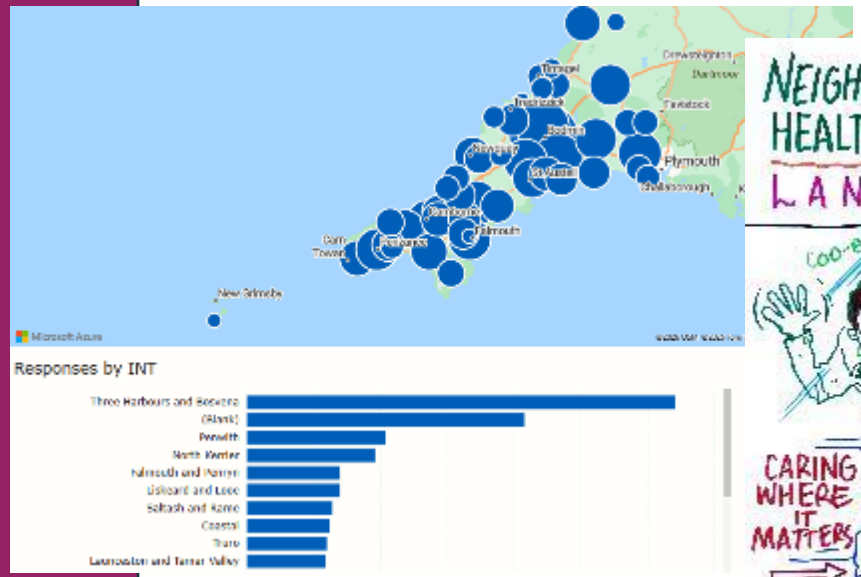
We also promoted all events together on ICB led comms.



ENGAGEMENT METHODS

- Survey – online and completed in person with results available by location and demographic.
- Distributed to reach our target audience via GP practices
- Children and young people sessions – primary and secondary age
- Creative, drop in sessions and tailored sessions









Cornwall and Isles of Scilly Integrated Care System

Test and learn engagement findings

ENGAGEMENT FINDINGS FROM OUR TEST AND LEARN ENGAGEMENT EVENTS

Cornwall and Isles of Scilly Integrated Care System

- Access still a major issue – for primary care (pharmacy, GP and dental) with differences in inconsistency between locations, accessing routine and urgent
- Fragmentation & poor communication – especially around accessing online information (GP surgery appt booking to NHS App)
- Desire for local, preventative support
- Community development opportunities – how can local people actively be involved
- Importance of community and connection
- Small changes = big impact

Each neighbourhood area had differences, so we recommend looking at the individual evaluation packs for further details on each neighbourhood area.

What this means: This is not just feedback on services – this feedback shows:

- need for local delivery
- need for joined-up system response
- importance of prevention
- role of communities – in enabling and supporting neighbourhood health

The message from local communities is consistent and clear:

- People want care closer to home
- They want simpler, clearer communication and to be involved in shaping local health plans
- They want support to stay well, not just treatment when ill

What we do next, is our opportunity to respond together as partners in neighbourhood health.

Want to know more?
Engagement feedback reports are available for each neighbourhood health area providing hyper local themes and feedback.

A separate survey results report is also available.

25

KEEPING PEOPLE INVOLVED

From our test and learn neighbourhood engagement events, feedback from all sessions showed:

- There is strong willingness to continue being involved locally – this could be more about community engagement and development
- Preference for mixed formats for comms and engagement : WhatsApp, online, face-to-face, hybrid
- Preference for being communicated in mix of ways to suit different ages/access – from text – social media - word-of-mouth – local Facebook Group
- People want to 'help' out the neighbourhood team – in variety of ways – volunteer, practical sharing of experience or giving views to help improve services to taking part in self education to improve their own health and the health of friends/family/people in the community

Recommended:

- **Involve local people on specific 'topic' or 'projects' where they have a role** and can 'make a difference'
- **Use existing community events and activities** to keep the conversation going throughout the year
- **Provide 'directory' of local health and wellbeing support** available locally – *online and print*
- **Provide/promote health 'prevention-education' sessions in local areas** – for those with long term conditions but also on women's/family and men's health
- **Use existing trusted local communications channels** (from GP bulletins to well used local FB groups) to keep people informed
- **Hold annual local engagement events –** making sure there are inclusive and accessible for all

Cornwall and Isles of Scilly Integrated Care System

Next steps: Further developing our Neighbourhood engagement model development

Over 2026/27

Next steps for neighbourhood engagement 2026-2028

Continued neighbourhood engagement events over 2026/27

- November - 7 events
- February – 4 events

Establishment of neighbourhood infrastructure for wave 1 areas

- for initial 5 neighbourhood areas
- CIOS people panel

Start of Devon neighbourhood engagement from Aug 2026:

- Planned engagement across Devon's LCP areas – online survey, focus groups, events
- Online survey and targeted Core20+5 audience engagement
- Set up of long term conditions lived experience group
- Set up of five local feedback groups to ensure ongoing engagement
- A representative "Devon People Panel" to oversee change at scale


16 Local Community Groups Across Cornwall
Overseen by a Citizen Engagement Panel

Setting up a People Panel

As part of our ICB governance and to enable system-wide engagement – we want to set up a People Panel for CIOS and Devon. This would enable people of lived experience to be part of ICB decision making processes and involved in system wide opportunities such as further neighbourhood health development, service redesign and change.

The People Panel membership would include people from local neighbourhood feedback groups, PPG members, our existing digital panel and would be supported with targeted recruitment to ensure core20+5 audiences are represented.

The panel could:

- Meet monthly on agreed topics aligned with the Board forward plan
- Focus on engagement that covers multiple neighbourhoods or county
- Provide informed public judgement to decision-makers
- Use deliberative engagement approaches to provide feedback
- Complement, not replace, local or tailored engagement for specific need
- See members renumerated for their engagement