

# Involving key stakeholders



A diverse range of stakeholders was identified to ensure the dashboard reflected system-wide priorities and needs.

## Stakeholders:

- **HNY ICB** – The People Story Committee acted as the central forum for stakeholder engagement, inviting sector partners to consult on the project in the form of user testing workshops. The People Story Committee includes representation from across health and adult social care, including regional NHS and social care organisations of various sizes, who directly contributed to the development of the dashboard, ensuring appropriate representation of views.
- **VCSE representation** – a dedicated VCSE lead within the HNY ICB ensured voluntary sector input.
- **Education partners** – local education institutions were invited to participate, which resulted in engagement with Hull College, which contributed workforce planning expertise.
- **Primary care** – GP representatives, including Dr Kevin Anderson (MB ChB MRCP PGME), who has specialism in healthcare education and workforce development, provided clinical perspectives.
- **Community services** – community pharmacy stakeholders were engaged for local service insights.
- **Other external organisations** – Yorkshire Ambulance Service participated despite being outside the immediate system footprint.



# Engagement approach

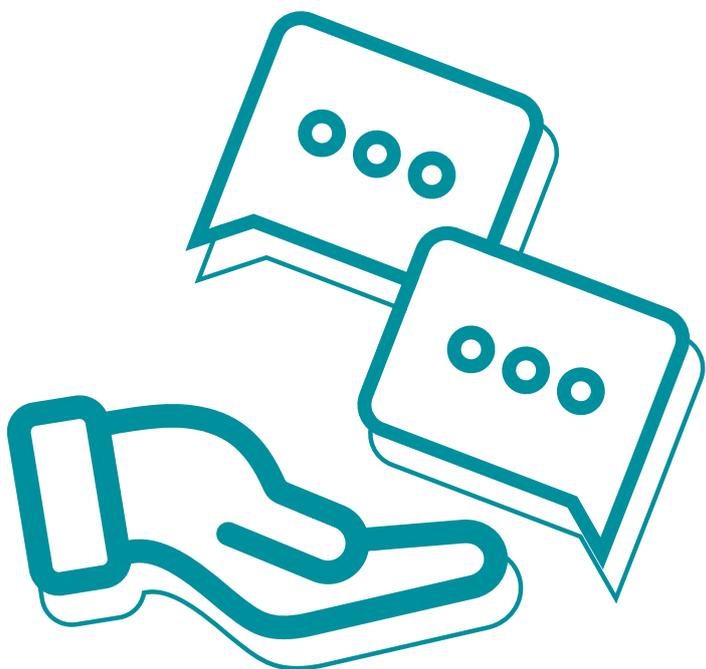
Engagement was structured through committees and supplemented by targeted outreach to ensure inclusivity.

- **Sector representation** – bringing together stakeholders from multiple sectors including health, adult social care, local government and voluntary sector was critical. This ensured stakeholder representation was sufficient to avoid bias during development towards one element of the health and social care system.
- **Workforce Breakthrough programme connections** – key relationships were established through the Workforce Breakthrough programme, facilitated by senior staff, such as Jason Stamp, Senior Responsible Officer for Workforce and ICB Board Chair.
- **Direct outreach** – additional engagement occurred with primary care, education and social care providers outside formal committee structures. This included direct engagement with social care companies and directors.
- **System-wide inclusion** – external stakeholders were invited to contribute, ensuring broader representation beyond those participating in HNY ICB committees and projects.

# Communication and collaboration

Clear communication channels supported collaboration and built trust among stakeholders.

- **Regular updates** – committees received consistent updates on dashboard progress and decisions at their regular meetings.
- **External communication** – workforce bulletins, including a weekly internal bulletin and a monthly system-wide bulletin, were used to share updates and attract potential stakeholders who would be interested in exploring the dashboard.
- **Feedback loops** – stakeholders were encouraged to provide input on design and functionality at the live workshops that accompanied major updates, impromptu workshops that could be delivered at users' requests and through the integrated feedback feature within the dashboard.





## Key decisions

- Committees were designed to include health, care, VCSE, education and external partners.
- Leveraged the People Story Committee and Workforce Breakthrough programme members for additional reach, particularly for attracting testing partners.
- Supplemented committee engagement with targeted conversations for sectors like primary care and education.
- Adopted internal bulletins and external publications to maintain visibility and trust.

## Key learnings

- Stakeholder input shaped dashboard functionality and usability greatly, influencing subsequent versions.
- Engaging with these groups early ensures buy-in in the initial stages of development and early feedback, which could save time on future development efforts by ensuring key features are included from version one.

**“The Workforce Breakthrough programme and the People Story Committee have enabled us to engage with a wide range of stakeholders and from a variety of sectors. The stakeholders include NHS providers, primary care, community providers, social care, VCSE and local education providers. Their engagement was critical in the People Story Dashboard development.”**

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