

Strategic Communication & Engagement Support for New Start Up Organisation

"Sue Wallis is a highly effective and talented communications professional who has supported our major change agenda during 2014 and now in 2015. Her support has been critical to us achieving great progress in a large scale change programme which is nationally recognised as a Prime Ministers Challenge Fund site. We have a large number of projects in our change programme they all need significant breadth and complexity of communications and Sue's professional expertise has enabled us to deliver on this. I could not recommend Sue highly enough "

Alison Holbourn, Chief Executive, Warrington Health Plus.

Background

Warrington Health Plus (WHP) is a new provider body comprising the town's 26 GP Practices, organised into seven clusters, each with a resident population of around 30,000 people.

The GP clusters were formed, following consultation with Warrington CCG member practices, as the best way to sustain a successful future for general practice in the town.

A successful bid by the Warrington CCG GP Federations resulted in an investment of £4.4m for primary care transformation from the Prime Minister's Challenge Fund (PMCF). The Warrington Health Plus (WHP) Community Interest Company (CIC) was established in July 2014 to administer this fund.

Activity

KayHill Consulting:

Were commissioned to lead communication and engagement for the newly established CIC.

- Led the development of the strategic communication and engagement plan.
- Identified communications needs and priorities for each cluster
- Integrated communications and engagement within the mobilisation plan
- Led stakeholder and public engagement
- Developed key messages and core narrative to help get 'buy in' and consistency of messages
- Developed communication channels needed to deliver integrated communications plan

Results

- Whole system buy-in to the need for change and vision for primary care in Warrington – via a comprehensive programme of awareness raising presentations and discussions.
- Newly formed clusters granted the time to form, norm, storm and perform – via effective management of external stakeholders
- Clusters supported with the communication and engagement mechanisms needed to create a sense of pace, shared understanding and learning – via briefings, newsletters, presentations and website
- Consistent, co-ordinated clear messages delivered to a range of audiences by multiple team members, inside and outside the organisation – via strong leadership