

Stakeholder mapping

H&W: Primary Care Digital Accelerator

***Please note:** this map is a work-in-progress and, produced from a few initial conversations. If you know of any other organisations (stakeholders) working on this agenda in H&W please [notify the project team](#).*

Purpose

NHS Herefordshire and Worcestershire CCG/STP is currently implementing the Digital First Primary Care Accelerator programme. The programme aims to explore new ways of delivering health and care.

This stakeholder mapping presents how organisations are working with 'digitally hard to reach' people in the community. It presents what organisations are doing to support this group of people and where there are opportunities that could potentially support delivery of the programme's objectives.

Stakeholder mapping

Herefordshire
Mind

Worcestershire
Housing
Association

Relate
Worcestershire

Herefordshire
County Council

Community
First

Herefordshire
County Council
(Fastershire)

Worcestershire
County Council

Age UK

The Prince's
Trust

Worcestershire
Association of
Carers

Herefordshire Mind

About:

Herefordshire Mind are a local mental health charity affiliated to Mind; the leading mental health charity in England and Wales. They develop and deliver several quality mental health services, including a registered mental health residential home and a community hub.

Target group of interest:

People living with mental health problems.

Work of interest:

Herefordshire Mind have encouraged individuals to use digital technology by offering remote rather than face-to-face support sessions through their community hub since the Covid-19 situation (e.g. phone calls, emails, texts or virtual teleconference software (Zoom/ Skype)). This delivery has attracted new users. They have also applied for a grant to allow them to offer virtual mental health training for community champions.

They are involved in Herefordshire Council's Talk Community Hubs initiative. They also already work closely with health and care organisations (e.g. GPs, secondary care, mental health teams), through their community support teams, so connections for integrated working and information sharing already exist.

Potential activity to support:

Herefordshire Mind have connections with digitally hard to reach people with mental health problems, which could be utilised on this programme. Herefordshire Mind also want to expand their provision of digital services if they can afford and have the capacity to do so, so they could both offer and gain a lot through this programme.

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Worcester Housing Association

About:

Worcester Housing Association (WHA) has 15,000 homes in this area, mainly in Worcester. Within this they also provide supported housing and sheltered housing schemes specifically for older adults (over 65 years).

Target group of interest:

Housing Association residents.

Work of interest:

WHA has a 'Digital Transformation' strategy that aims to improve digital inclusion across their properties. From April 2019-March 2020 they supported 3000 residents on getting online mainly through the use of drop-in sessions at a range of places. These included: football clubs, libraries, job centres, cafes, mobile libraries and permanent digital branches in some flats.

The housing association works with partners including, Malvern District Council (Health and Wellbeing Committee), Age UK and Citizen's Advice. They also work with individual GP surgeries to support getting online.

They have targeted programmes to support over 65s and also jobseekers.

Potential activity to support:

WHA is supporting residents through their digital transformation programme and has access to residents that could potentially support the testing of approaches in the Primary Care Accelerator programme.

WHA usually runs accessible drop-in sessions for their residents however at the moment due to Covid19 restrictions they are utilising Facebook and telephone calls to access their service users.

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Relate Worcestershire

About:

Relate are a federated charity who provide Relationship Counselling, Family Counselling, Sex Therapy, Children's and Young People's Counselling, Training and Education, Counselling for people with cancer and Telephone Counselling across Worcestershire and in Hereford. Individuals pay for sessions, unless a service is provided in partnership with the NHS.

Target group of interest:

Adults of all ages, backgrounds, sexes and gender identities.

Work of interest:

Relate have been supporting individuals using video (Zoom) and phone counselling since the Covid-19 situation, which was rarely requested pre-Covid. Relate kept engaging with clients who initially refused digital sessions and have run taster sessions and preparation sessions to increase people's confidence to try and use digital sessions. Relate have registered new clients since going more digital.

Relate work closely with health and care organisations, so relationships for integrated working and information sharing already exist. For example, through the Worcestershire Healthy Minds project commissioned by the CCG (which they would be happy to be recommissioned) and they are hoping to secure funding from the CCG, Mind and Lottery to run a relationship support helpline.

Potential activity to support:

Relate Worcestershire have connections with digitally hard to reach people with counselling needs, which could be utilised on this programme. They are now considering digital support as a future revenue stream and they want to keep working with health and care, so they could be a useful contributor and gain a lot from the programme.

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Herefordshire County Council

About:

Herefordshire County Council are passionate about strengthening the community and its infrastructure in Herefordshire, so that it can better support individuals within it and be less reliant on council services. Although Herefordshire are building on a low base of technology, they have a well developed community strategy and invest highly in adult social care.

Target group of interest:

Anyone in the community (although this depends on the initiative).

Work of interest:

Herefordshire Council has a 5-year digital strategy (2018 to 2023) to drive digital development. Have a project called "Fasterhire" (see [later profile](#)) and run talk community hubs, which provide third sector organisations with technology and internet access (e.g. at coffee mornings) to support individuals in the community to identify local support. They are developing a Talk Community App. The council also provide IT equipment and laptops to care leavers and healthy lifestyle trainers and promote the value of technology (e.g. Alexa) to communities.

They are developing their telehealth services. They opened a 22-bed care and rehabilitation facility (the Hillside Care Centre) in response to Covid-19. They offer digital technology and training to residents, virtual GP consultations and provide digital technology for people to take home with them.

Potential activity to support:

The council have connections with community members who may be digitally hard to reach, which could be utilised on this programme. The council also run several digital initiatives to provide people with technology and upskill them in its use, so they could be useful collaborators on this programme.

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Community First

About:

Community First are an umbrella organisation who specialise in providing high quality advice and support to community groups and organisations, to help them grow and meet the needs of the communities they serve.

Target group of interest:

Community groups and organisations in Herefordshire and Worcestershire.

Work of interest:

Community First help village halls work with people digitally through their 'One Step Out' project to tackle loneliness and isolation. Their loneliness toolkit includes advice on how halls can get connected digitally and offer digital skills training. Community First now work remotely with village halls to action plan how to reach out to people (e.g. taster sessions/ virtual coffee mornings/ buddy systems).

Community first work with vulnerable people through the Wellbeing hub, run in collaboration with Worcestershire Health and Care Trust. This is a phone signposting service for self or GP referred individuals who are 16+ experiencing low mood and anxiety. They are also feeding into Herefordshire Council's talk community hubs (see other profile), delivering mood master courses virtually.

Potential activity to support:

Community First work with vulnerable and isolated people who may be digitally hard to reach which could be useful to tap into for this programme. Community First already have close working relationships with health and care organisations (wellbeing hub/ VCS provider group) which could be harnessed on this programme.

Key contact:

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Herefordshire Council (Fastershire)

About:

Fastershire is a Herefordshire and Gloucestershire County Council partnership to bring faster broadband to both counties, with funding from Broadband Delivery UK and local authorities. The project includes social and digital inclusion activities, and a business support programme (FasterBusiness) to help them get more from fibre broadband and be more competitive.

Target group of interest:

All residents in the Herefordshire and Gloucestershire counties.

Work of interest:

They aim to provide faster broadband coverage across Herefordshire. They also commission external tutors to provide free 2-hour digital training for beginners (e.g. setting up email account/ shopping online) which can be booked through other community. Information on upcoming digital sessions is provided to a mailing list every 2 months and via postcards (e.g. in libraries).

They have a "Go Online Fastershire" grant (up to £2,500) for voluntary groups to run digital projects and a "Keep Connected" grant (up to £500) to help voluntary groups provide activities differently virtually (e.g. get zoom licenses/ headsets).

Their other project strand, FasterBusiness, supports businesses to use technology to improve how they work and connect with people. They offer monthly training workshops to local organisations (e.g. charities, nursing homes, town councils) to make them more tech-savvy (e.g. email distribution lists/website/social media).

Potential activity to support:

Fastershire are well connected to people/community groups who know digitally hard to reach people and they facilitate the provision of faster broadband for Herefordshire and provide digital training which could be useful to this programme.

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Worcestershire County Council

About:

Worcestershire County Council has 57 Councillors elected in 52 Divisions. The council is currently controlled by the Conservative Group led by Councillor Simon Geraghty. The council has several priorities, including championing open for business, supporting children and families, protecting the environment and promoting health and wellbeing.

Target group of interest:

All residents in Worcestershire.

Work of interest:

Worcestershire County Council are involved in a 2-year 5G pilot to explore how developing 5G technology can be used to deliver health and social care services in rural areas. Other partners in the project include local NHS organisations the internet service providers Airband and Three, who will plan, build and operate the 5G network.

Through their Superfast Worcestershire programme, to bring Superfast Broadband to 97% of homes and businesses in the county by the Summer of 2021 (eventually achieving 100% would be fantastic). The network is vastly improving broadband speeds across Worcestershire, particularly in rural areas. They are collaborating with other organisations (e.g. an internet service provider called Airband) to provide line-of-sight broadband for residents.

Potential activity to support:

Worcestershire County Council intend to improve internet connectivity across Worcestershire which could improve access for digitally hard to reach individuals, which will be useful for this programme.

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Age UK

About:

Age UK Herefordshire and Worcestershire is a brand partner of the national charity. Their aim is to support older people, their families and carers and to make Herefordshire and Worcestershire a great place to grow older. They do this through several services such as advice, support at home, health and wellbeing services and health and social care skills training.

Target group of interest:

Older people, their families and carers.

Work of interest:

Age UK support older people to engage with digital technology through their One Digital project in collaboration with the Gloucestershire and the Wolfson Foundation who donated iPads for the project. Training sessions are run in various community settings (e.g. libraries), to get people online (e.g. to do online shopping). Age UK also runs separate weekly computer cafes in community venues, by training up volunteers to run them (not during Covid-19). There are no other plans currently to do any other digital projects.

Age UK work closely with health and care organisations (e.g. GP practices, hospitals, social prescribers). For example they run a Care Navigation Project for ex-service personnel, an "Independence at Home" service and a "Dementia Wellbeing Service". Care navigators may use iPads to guide and refer people to other services.

Potential activity to support:

Age UK have a lot of contact with older individuals who may be digitally hard to reach which the programme could make use of. Their training and upskilling sessions could also be useful to support this programme.

Key contact:

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The Prince's Trust

About:

The Prince's Trust are a charity whose aim is to work with young people up to age of 30 to try to get them to try free courses and to get them into employment.

Target group of interest:

Young people between the ages of 11 and 30.

Work of interest:

The Prince's Trust support people who may be digitally hard to reach through their "Get Into" programme, aiming to get young people into employment. Training providers from recruiting organisations (e.g. hospitals, care homes, primary care) are delivering online learning and material virtually (e.g. Zoom/Microsoft Teams) rather than face-to-face. E.g. training on email writing etiquette and online communications is included. They also have an Enterprise programme supporting individuals set up their own business, which was always delivered online and gained more interest during covid-19.

For individuals up to 30 years old who cannot afford devices, the Prince's Trust can buy devices or provide funds for them to buy devices (up to £300). This must result in positive individual outcomes (e.g. employment). The Prince's Trust also offer basic Microsoft Teams training and provide mentors to assist people during training. They also ensure that material fits onto phone screens.

Potential activity to support:

The Prince's Trust are well connected to young people. Happy to be contacted about providing support to under 30s who are identified as digitally hard to reach as part of this programme.

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The Worcestershire Association of Carers

About:

The Worcestershire Association of Carers is a registered charity that was founded in 1997 and they provide an independent source of information, advice and support for unpaid adult carers in Worcestershire. They provide representation for carers at a local and national level and support carers to have a voice in decisions that affect them.

Target group of interest:

Unpaid adult carers of various ages.

Work of interest:

The Worcestershire Association of Carers potentially work with digitally hard to reach individuals, through e.g. carer support sessions for dementia. They engage with unpaid carers to get them online. Covid-19 has been a catalyst to provide peer support via zoom (previously face to face) and guidance on using technology (e.g. setting up WhatsApp groups/Zoom calls). They also provide social prescribing and lifestyle advice (e.g. with PCNs in Redditch). Social prescribers have been given documents to detail how to get people to use technology (e.g. WhatsApp).

They also work closely with health and care, e.g. they are Voluntary and Community Sector representatives on the STP board, putting the carer voice forward.

Potential activity to support:

The Worcestershire Association of carers are closely linked with carers who may interact with digitally hard to reach people on a regular basis. Moreover their digital guidance and training and close working relationship with the STP already could be useful for this programme.

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Barriers to digital inclusion for the 'digitally hard to reach'

The stakeholders described the barriers faced by the 'digitally hard to reach', these included:

Access

- **Issues with connectivity** across the patch – pockets of no internet connectivity particularly in most rural areas. Need to be conscious of disabilities and equality assessments.
- **Affordability** - financial difficulties for the economically inactive (long-term unemployed / income issues. Cost of paying for digital technology as well as data. Many people may just have a basic phone.
- **Registering** for online GP services is difficult for users.

Confidence

- **Trust and security issues** - suspicion about the security and confidentiality of using digital software.
- **Loneliness** - can reduce people's confidence to get integrated back into the community and use technology.
- **Changing technology** - several older people haven't kept up with technology as it has developed, making engagement difficult.
- **Discomfort with mode of communication** - some people are not comfortable with videos and screens and communicating in that way.

Barriers of digital inclusion for the 'digitally hard to reach'

Skills

- **Use of phone** - most people have a phone but do not use it for health.
- **Literacy** - issues regarding literacy in general.
- **Password management** is tough for some people.
- **Lack of support** - certain older individuals may not be sufficiently incapacitated that they qualify for specific support (e.g. early onset dementia patients get limited support), but they may struggle to deal with the complexity of going online which is also coupled with high levels of anxiety.

Motivation

- **Perceived usefulness** - if the user feels that the digital sessions aren't working compared to face to face ones, they may not engage further.
- **Reason for use** - video or phone appointments may be the preferred option as people may not feel as judged talking about intimate relationship issues remotely rather than face to face.
- **Format of online sessions** can make engagement difficult. Attention span and online fatigue can also be issues.

Enablers of digital inclusion for the 'digitally hard to reach'

The stakeholders described the enablers of digital inclusion for the 'digitally hard to reach', these included:

Access

- **Targeted schemes** - schemes for over 55 to get free Wi-Fi or Internet connection.
- **Widen range of methods** - in rural areas with high risks of social isolation other methods of communication such as a basic phone call or text may work better.
- **Provision of technology** - providing people with the technology is necessary.

Skills

- **Informal training** - Libraries offer courses to help get online but people want something that's less formal and more everyday use with tips and hints. Sessions should be set at their own pace, avoid pressure and don't treat as an intensive course.
- **Support groups** like 'Here 2 Help' provide useful support.
- **Build confidence** - training sessions should include demonstrations and should aim to build confidence amongst participants.

Enablers of Digital Inclusion for the 'Digitally Hard to reach'

Confidence

- **Use familiar formats** - people use other sources such as Facebook to get information and are more comfortable with such formats.
- **Flexibility** - keep engaging with people to offer what works for them and be flexible. E.g. make using cameras optional.
- **Preparation** prior to a session is key. Run-through beforehand what to do step by step and checking the links work and that people can hear each other, so that they feel confidence to use the technology during the actual appointment. Let them know what to expect beforehand give important tips. Offer taster sessions free of charge.
- **Go to the people** - using other familiar organisations who are already engaging with vulnerable people is a good way to find and engage with this group.
- **Provide reassurance** to people, by reiterating that if you follow the correct procedures, digital technology is as safe as it can be.

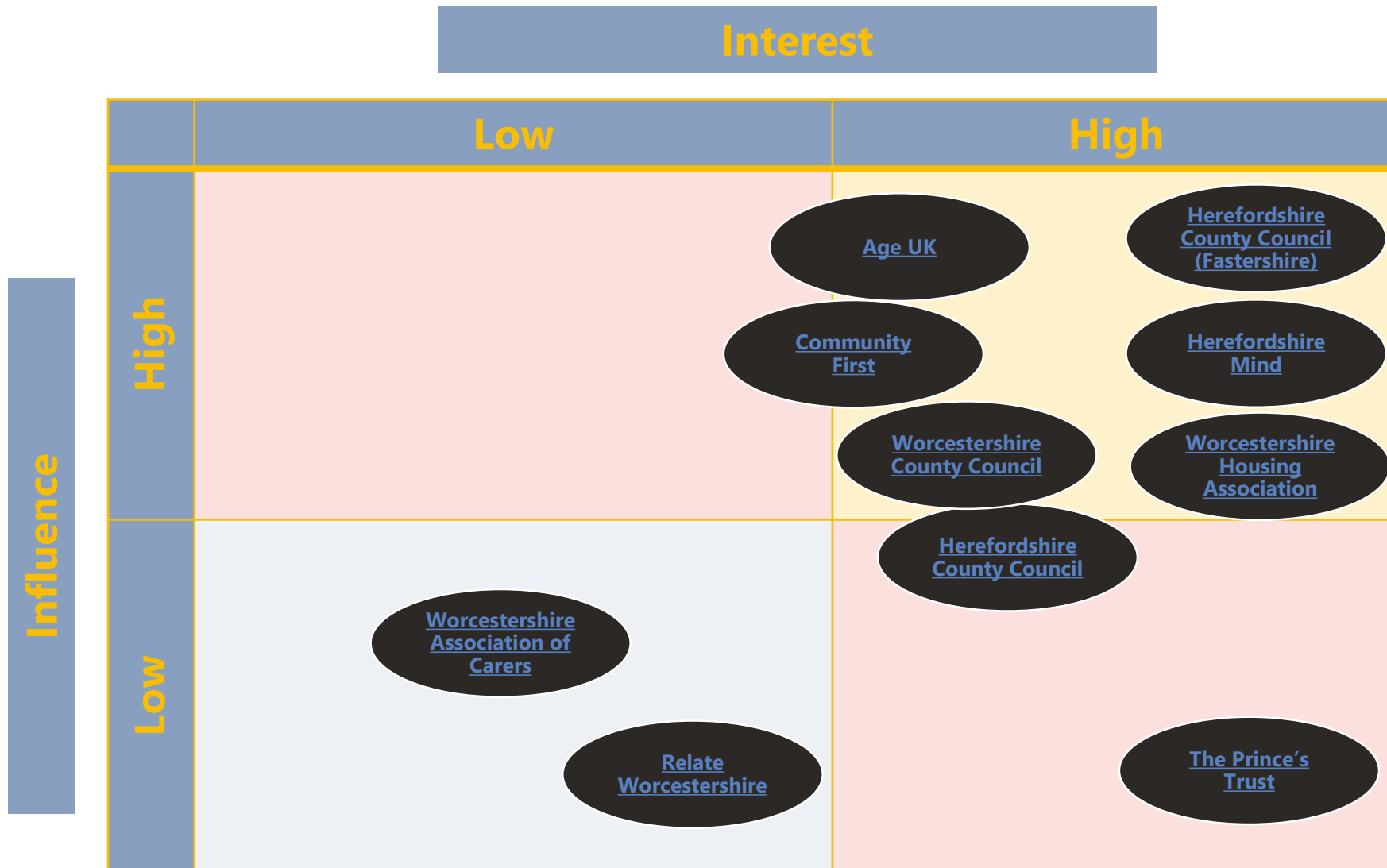
Motivation

- **Shown the advantages** of what is being offered and the benefits for health.
- **Promote the value of everyday technology** - E.g. Alexa/Google for people to be able to talk to people they know.
- **Use champions in the community** – E.g. buddy systems and volunteers to meet people at their doors and encourage them to get involved in digital initiatives.

Opportunities for stakeholders to support the programme*

Stakeholder	Potential opportunity to support programme
Herefordshire Mind	<ul style="list-style-type: none"> • Connections with digitally hard to reach people with mental health problems • Want to expand their provision of digital services
Worcester Housing Association	<ul style="list-style-type: none"> • Access to residents that could support the testing of approaches in programme • Runs accessible drop-in sessions for their residents at the moment utilising Facebook and telephone calls to access their service users
Relate Worcestershire	<ul style="list-style-type: none"> • Connections with digitally hard to reach people with counselling needs
Herefordshire County Council	<ul style="list-style-type: none"> • Connections with community members who may be digitally hard to reach • Several digital initiatives to provide people with technology and upskill them in its use
Community First	<ul style="list-style-type: none"> • Work with vulnerable and isolated people who may be digitally hard to reach
Herefordshire County Council (Fasterhire)	<ul style="list-style-type: none"> • Well connected to people/community groups who know digitally hard to reach people and they facilitate the provision of faster broadband and provide digital training
Worcestershire County Council	<ul style="list-style-type: none"> • Intend to improve internet connectivity which could improve access for digitally hard to reach individuals (ongoing innovation projects)
Age UK	<ul style="list-style-type: none"> • Contact with older individuals who may be digitally hard to reach • Have training and upskilling sessions
The Princes Trust	<ul style="list-style-type: none"> • Well connected to young people. Happy to be contacted about providing support to under 30s who are identified as digitally hard to reach
Worcestershire Association of Carers	<ul style="list-style-type: none"> • Closely linked with carers who may interact with digitally hard to reach • Their digital guidance and training and close working relationship with the STP already

Interest-influence grid



Interest – refers to stakeholders' interests in being involved in the programme activities

Influence – stakeholder access and work with the 'digitally hard to reach' groups of interest

Other stakeholders that could potentially support the programme

Other stakeholders, suggested by key stakeholders, that could potentially be consulted to support the programme activities, include:

- **Voluntary and Community Sector Provider Group** - representatives from several organisations would be able to share their views
- **HVOSS (Herefordshire Voluntary Organisations Support Service)** - umbrella organisation that provide information, guidance and support to volunteers, charities, voluntary and community groups in Herefordshire.
- **West Midlands Combined Authority** - provide funding for digital training programmes
- **Malvern District Council** - offer support for people to get online (including over 65s)
- **'Digital Unite'** – 'we are digital' - employed by organisations to deliver digital inclusion.

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