

Appendix D
Have Your Say survey

An online survey was hosted on NHS Kent and Medway's 'Have Your Say' platform between July and October 2023. A detailed report on the methodology and outputs of the survey is available on request.

The survey was promoted to children, young people, families, carers and health professionals in a number of ways, summarised in the table below.

Channel	Activity	Reach	Engagement
Newsletters, bulletins, emails	Articles in 5 Integrated Care Boards (ICB) bulletins/updates or newsletters, likewise in KCC, Medway Council newsletters and bulletins, and cascade emails sent to staff, stakeholders/partners and public	18,592 people	235 engagements (e.g. links clicked in newsletters etc)
Professional networks	Briefing and materials were shared with a range of professional networks for onward cascade to colleagues, parents, schools etc.	700+ people	We asked colleagues and stakeholders to cascade to their networks, however we cannot track numbers of those who received/opened emails
Summer activities, schools and events	Our council partners in KCC and Medway Council cascaded the information and promoted ways to be involved during their summer activities, at youth/family events and children and young people's conferences	9,567 people	
Social media	Paid for and organic posts across NHS, local authority and provider/partner organisations social media channels including Facebook, Instagram, X (formerly Twitter) and LinkedIn	80,000+ people	300+ direct engagements (e.g. likes, comments and shares)
Face-to-face participation activities	In addition to promoting the survey, a number of targeted face-to-face participation events were held aligned to the Have Your Say survey, a Young Adults' conference, as well as smaller face to face activities	N/A	250 children, young people and adults attending the 'Big Conversation'; 90 young people attended the Young Adults' conference; 200 across other events

In addition to feedback gathered at the face-to-face participation events described above, we received 981 written responses to the survey, plus 1 poem, 1 drawing, 5 podcasts, and 10 short films.

A summary of the key themes from the feedback is below, with further detail available in the Have Your Say report embedded above.

- **Access to services:** People want easier and faster access to mental health services, with clear pathways to access support, more capacity, funding and staff to enable the system to meet demand and to reduce waiting times for services.
- **Person-centred care:** Services should be person-centred with support tailored to individual needs, flexible and innovative, and take a holistic approach, involving coordinated efforts between professionals, education settings, and families. Emphasis on early intervention and support for children with mental health issues.
- **Collaboration and communication:** There is a need for better system working, with collaboration between different services, education settings, and GPs and improved communication with those who use services.

Wider engagement activity and feedback from those who use services

Between January 2022 and October 2023, we collated a huge range of insights from direct engagement events and activities, and from informal feedback from those who use our services. This evidence-base represents feedback from thousands of people who use or rely on our services.

These insights were reviewed by an independent communications and engagement agency who developed a detailed report on the key themes emerging from the activity. The report is available on request.

This review identified three thematic headings:

- **Service provision:** feedback on the way in which services are provided, the range of services available, their ease of access, capacity, waiting times and opportunities to be involved in service design.
- **Experience of services:** feedback on the value and impact of positive interactions with professionals (and the negative impact of poor interactions) and the need for a person-centred and holistic approach.
- **Outcomes/benefits:** feedback on what children and young people consider to be the most important benefits of receiving support from mental health and wellbeing services, for example reducing isolation and building confidence.

Stakeholder engagement

Since establishing the procurement programme, we have regularly engaged with key stakeholders to ensure that the views of those impacted, those with expertise, and those with responsibility for scrutiny inform our work. In summary we have:

- involved 63 partners and expert advisors (covering quality, safeguarding, workforce, finance, public health, contracting, governance, comms and engagement, participation, and lived experience)
- established a clinical reference group of 8 mental health professionals, plus 2 trainee GPs
- held two pre-procurement market engagement events (see Section 4.4 below) involving 34 provider organisations including NHS Trusts, VCSE sector organisations, and the independent sector
- provided written updates and held workshops with overview and scrutiny colleagues in Kent and Medway.

Market engagement events

Two pre-procurement market engagement events have taken place, one in November 2023 and one in February 2024. The events brought together key partners in the Kent and Medway children's mental health and emotional wellbeing provider landscape to understand the procurement process and the emerging outline plans, and a detailed discussion about potential contract models. In total 34 organisations attended the events and most key stakeholders from across the system were represented.

Detailed reports on these workshops are available on request.

In summary, participants provided feedback on the importance of:

- getting the contract/structure right in order to foster shared responsibility for children and young people
- good communication, cooperation, and coordination between organisations and listening to and involving stakeholders
- strong and trusting relationships between services and workforces, and a positive culture
- understanding demand and building enough flexibility into the contracts to respond to changing demands
- workforce development and training and having the right resources in the right place
- supporting families/carers to support children and young people
- robust data/information sharing systems
- learning from examples elsewhere.