



## Kent LINK Annual Report 2009 / 2010

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## Showcasing Kent LINK's work!

### **Preface**

An Annual Report can be a really boring subject - talking about it, producing it and reading it; but together we need to make it informative, interesting, exciting, readily available and easy to read. Why? Well, the LINK's Annual Report is:

- a. Firstly, and importantly, it provides the LINK with its public accountability, assurances that it has used the public funds provided wisely and efficiently
- b. Secondly, as importantly, is a public and useful vehicle to inspire more people to get involved and to have a say on their local health and social care services
- c. Thirdly, as importantly again, needs to present confidence to key stakeholders that the Kent LINK provides them with a centre of expertise in engaging with users of services and the general public and that they cannot do without the LINK, and, indeed want to help fund it in the future
- d. Finally, but arguably the most important point this year, needs to demonstrate to those who hold the purse strings that the LINK is a worthwhile cause, the LINK provides excellent value for money, the LINK provides benefits to all (sometimes immeasurable) and something that the public sector cannot do without.

**Now that you are inspired please read on!**

### **Introduction**

A draft of the Kent LINK Annual Report for the year ending 31 March 2010 will need to be presented to the Kent LINK Annual Meeting on 26 May 2010 for agreement by the wider LINK participants. The final draft needs to be signed off by Governors at their meeting on 21 April 2010. This will ensure that the LINK complies with its statutory obligation of delivering its agreed Annual Report to the Secretary of State by 30 June 2010. Note that the May 2010 Governors meeting will be too late for despatching the draft report to all participants.

The collation of content, formatting, production and distribution of the Annual Report will be undertaken for the LINK by the Host Organisation, Kent & Medway Networks (KMN). Becky Alvey will be KMN's contact point for this activity.

### **Content of the annual report**

The detailed content needs to be provided by Governors, Priorities Panel members, other LINK participants, as well as LINK Development Workers and LINK Project Workers. This paper proposes the detailed content with recommendations on who will have lead responsibility for each item and their timescale (see Annex A).

Where possible each item will be accompanied by a photo of the author and / or the event so contributors are asked to supply any relevant photographs to Becky Alvey (.jpg or .gif format please).

Some of the identified items could be an appendix to the main report. If Governors agree a Lead Governor for this activity KMN can liaise directly with that Governor.

## **Department of Health (DH) Guidance on content of the annual report**

Very recently we have received guidance from the DH (see Annex B) in which they state the need 'to demonstrate that LINKs are making a real difference to local communities and having a real impact at a time when all public expenditure is increasingly coming under scrutiny'. This is a very demanding requirement taking account of the LINKs' very short life to date - the maximum by the end of the financial year is two years and the Kent LINK has existed formally since December 2008 - 15 months. There is evidence (Patient and Public Involvement (PPI) Forums and the Community Health Councils (CHC) being good examples) that a new organisation needs time to establish itself before it can contemplate fulfilling its role effectively. Having said that, the Kent LINK has:

- a. A large number of individuals and organisations signed up to participate
- b. A proven robust, flexible and sustainable structure and governance framework
- c. Very good working relationships with key external organisations (both in the statutory and community / voluntary sector)
- d. Respect from local statutory organisations all of which will enable the Kent LINK to continue and prove its success and value for money beyond 2011.

Attached at Annex A aims to cover the elements advised by the department of Health and draws on what was included in last year's report.

The LINK's annual report last year, which can be viewed online at [www.thekentlink.co.uk](http://www.thekentlink.co.uk) or on request from KMN, contained a summary section at the beginning, outlining the contents of each section - a quick reference guide for readers who do not have time to read the whole report but wish to look at particular items. I am happy to do this again if Governors wish.

## **Recommendation and action required**

I recommend that Governors consider these proposals at their meeting on 17 March 2010 with a view to agreeing:

- a. The content list - any additions / deletions, and how it complies with DH guidance
- b. Lead responsibilities
- c. Timescales
- d. Kath Pavely be asked to take on the role of Lead Governor for the whole Annual Report (in her role as lead for Communications and PR)
- e. One of two options for printing the final version of the annual report:
  - i. Printed and produced by KMN (the option chosen last year – most cost effective and means KMN can re-produce at any time, which happens regularly throughout the year)
  - ii. Printed by an external printers (has cost implications and means that, to get any quotes, there needs to be very clear instructions on size and format of the report plus initial numbers to be printed and then any further copies will need to be ordered and paid for).

Brenda O'Neill  
KMN Lead Director for Governance  
2 March 2010

<b>Kent LINK Annual Report 2009/2010</b> <b>Proposed content, lead responsibilities and timescale</b>
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**Key – page numbers refer to DH Guidance at Annex B**

<i>Item</i>	<i>Lead governor or lead KMN officer</i>	<i>Timescale</i>
<b>General</b>		
Cover sheet (page 4)	Becky Alvey	9 April 2010
Contents list page	Becky Alvey	9 April 2010
Back cover	Becky Alvey	9 April 2010
How to contact the LINK How to contact the Host Both inside back cover (page 5)	Becky Alvey	
Statistical information page (including participant numbers such as numbers of participants, organisations, diversity, geographical distribution) (see proposed tables on pages 5 & 6 of DH guidance)	Becky Alvey	9 April 2010
All graphics / pictures / photos	Becky Alvey	9 April 2010
<b>Introduction section (page 4)</b>		
Introduction (role of LINK, its structure ...)		
Welcome / letter from Chairman of Governors	John Fletcher	30 March 2010
Summary of (each section in the report)	Brenda O'Neill	14 April 2010
Structure of Kent LINK (page 5)	Brenda O'Neill	30 March 2010
Values of the LINK (Nolan etc) (page 5)	Brenda O'Neill	30 March 2010
Authorised Visitors – list of names (page 5)	Becky Alvey	30 March 2010
External representatives – list of names	Becky Alvey	30 March 2010
<b>Governors sub-section (as part of the LINK's decision making process / structure) (page 5)</b>		
Governors Report– Introduction	John Fletcher	30 March 2010
Governors Report list with photos of all Governors and lead roles identified (page 5)	Becky Alvey	30 March 2010
Governors - individual leads' updates	Each individual Governor	30 March 2010
<b>Priorities Panel sub-section (as part of the LINK's decision making process / structure) (page 5)</b>		
Priorities Panel Report – Introduction	David Dye	30 March 2010
Priorities Panel - list of all Priorities Panel Members with photos (page 5)	Becky Alvey	30 March 2010

<i>Item</i>	<i>Lead governor or lead KMN officer</i>	<i>Timescale</i>
Priorities Panel - perspective of one or two Panel Members	One or two Priorities Panel Members	30 March 2010
Report of issues considered by Panel - for example a table showing the issue, summary detail, decision, scores ....	Graham Hills	30 March 2010
<b>About Kent's Community</b> (page 6)		
Demographics of Kent	Graham Hills	30 March 2010
Activities undertaken to address that demography	Graham Hills	30 March 2010
<b>Public engagement</b> (page 6 and table)		
Engagement activity	Graham Hills	30 March 2010
Activities undertaken to address that demography	Graham Hills	30 March 2010
Placing the LINK at the heart of its communities, eg LINK Access Points	Graham Hills	30 March 2010
<b>Involvement with stakeholders</b> (page 7)		
Examples of good working relationships	Graham Hills	30 March 2010
Examples of representation on external groups	Graham Hills	30 March 2010
Overview & Scrutiny – special relationship	Graham Hills	30 March 2010
Examples of the agreements between LINK and external organisations, such as NHS East Kent & Memorandum of Understanding and Rules of Engagement	Graham Hills	30 March 2010
List of external representatives	Becky Alvey	30 March 2010
Care Quality Commission, quality accounts (include work involving the Universities)	Graham Hills	30 March 2010
<b>Supporting the LINK</b> (page 7)		
Training provided – analysis and budget	Janine Judd	30 March 2010
LINK providing funds for project worker & involved in their selection	John Fletcher	30 March 2010
Involvement of LINK Governors in performance management of Host; 360degree review of Host – method, LINK involvement, impact, outcome ....	Brenda O'Neill	30 March 2010
Compliments / complaints about LINK / Host	Janine Judd	30 March 2010
<b>What Kent LINK did / Summary of the LINK's Activity</b> (page 7 and table) (This section can be broken down into the following sub-sections)		
Requests for information to external bodies and if in receipt within 20 working days (see table on page 7)	Sophie Swain	30 March 2010

<i>Item</i>	<i>Lead governor or lead KMN officer</i>	<i>Timescale</i>
Reports and recommendations to commissioners (see table on page 8)	Sophie Swain	30 March 2010
LINK's involvement in National consultations – Big Care Debate, Car Parking at Hospitals, CQC Quality Accounts...	Graham Hills	30 March 2010
Referrals to OSC (see table on page 8)	Graham Hills	30 March 2010
LINK website	Janine Judd	30 March 2010
<b>LINK work programme</b>		
LINK work programme - updated	Graham Hills	30 March 2010
LINK work programme - narrative	Graham Hills	30 March 2010
LINK work programme – individual project summary and outcome / progress to date	LINK Development Workers / Project Worker	30 March 2010
<b>Enter and view role of LINK (page 7)</b>		
Authorised Visitors - perspective of a LINK Visitor	Graham Hills (to arrange a LINK Visitor)	30 March 2010
Premises entered and viewed, triggers, how many times, results	Cate Boland	
<b>Representing the LINK on external bodies</b>		
External Representatives - perspective of a LINK Representative and / or report from each representative on each external body	Graham Hills (to arrange one or more LINK Representatives)	30 March 2010
<b>Kent LINK's Impact - including case studies (pages 8 &amp; 9)</b>		
Methods for undertaking engagement – promoting and encouraging involvement, gathering information, seeking views, such as the LINK PR Strategy, work of LDWs, Quarterly Community engagement events, voluntary / community talks, LINK presence at various events in community (eg Kent County Show & shopping malls .....	Sally Keverne	30 March 2010
LINK Youth Strategy	Sally Keverne	30 March 2010
Highlight / list benefits of getting involved	Graham Hills	30 March 2010
Highlight / list benefits to commissioners and providers or services	Graham Hills	30 March 2010
Highlight any champions ...	Graham Hills	30 March 2010
<b>Kent LINK Financial Report (page 9 &amp; table)</b>		
LINK Annual accounts (see also style used on page 32 of last report)	Roger Kendall	14 April 2010

<i>Item</i>	<i>Lead governor or lead KMN officer</i>	<i>Timescale</i>
<b>Next Steps - the future for Kent LINK</b> (page 9)		
Building the capacity of the Kent LINK - including negotiations / agreements with local universities	Graham Hills	30 March 2010
Forward plan for seeking more engagement and feedback (if any different from above)	Mike Eddy	30 March 2010
Kent LINK's strategic direction, referring to more focussed activity around specific seldom heard groups	Mike Eddy	30 March 2010
Forward programme - the next 12 months forward programme	Mike Eddy	30 March 2010
Forward programme - the next 5 years	Mike Eddy	30 March 2010
How the LINK will decide its priorities	John Fletcher	30 March 2010
Trailer for forthcoming events	Janine Judd	30 March 2010

**\*\*\*End of Annex A\*\*\***