

October 2019 – April 2020

# Leadership for Empowered Communities and Personalised Care

A fantastic opportunity to participate in this  
new and improved national programme



NHS England and NHS Improvement



# Leadership for Empowered Communities and Personalised Care



We are delighted to announce this new opportunity to participate in our acclaimed national programme, for leaders who want to put personalised care and growing healthy communities into action

When we started the Leadership for Empowered and Healthy Communities programme back in 2012, we had a mission to create a network of leaders committed to radical change and reform in the health and care system.

Since then, seven cohorts of amazing leaders have been championing community wellbeing, co-production and transforming services where they live and work.

**“This programme has been incredible. I feel privileged to have had the opportunity to have participated. The organisation is superb and the diversity of speakers and delegates has really enhanced the learning”**

Previous participant – Cohort 7

This year, the programme has been extended to help leaders meet the new challenge of making personalised care a reality in the NHS to ensure that people get choice and control over the way their care is planned and delivered, based on ‘what matters’ to them.

Participants on this unique, co-produced programme will be given the tools and knowledge to meet that challenge, building on best practice from across the country.

**“An inspiring programme with some great learning on offer to make a difference in a real operational sense, certainly one that is worth the time and effort”**

Previous participant – Cohort 3

**“This course has stretched my scope of thinking beyond traditional boundaries. I now aim to move to a way of working that ensures shared decision making and a focus on how to use expertise better, to activate collective solutions”**

Previous participant – Cohort 7

**Personalised care** is set out in the NHS Long Term Plan and means a major shift in power and decision-making at a local level. But despite the policy imperative and growing evidence of the value of prevention and better integration, achieving large scale change across the health and social care system is difficult.

This kind of change calls for a new type of leader – one who can work across boundaries, who can make connections and facilitate the ‘emergence’ of local, co-produced plans and solutions.

## The programme:

The programme, which takes place between October 2019 and April 2020, is co-facilitated by a team of national experts, made up of leaders, activists and specialists in the field of co-production, community development and personalised care, many of whom have lived experience.



### Programme structure:

- Four one-day workshops and one 24-hour residential and networking event.
- Action learning sets and webinars.
- A 'challenge' – for leaders to try something out and reflect on their achievements with peers.
- One-to-one leadership coaching sessions.
- A Myers-Briggs (MBTI) analysis of personality style.
- A 360-degree feedback diagnostic.

**"The collaborative development and delivery of the leadership programme was pioneering, and should be used as a guide for other professional development programme across the public sector"**

New Economics Foundation – Programme Evaluation

### The programme includes:

- Personalised care – what it means and exploring how to implement its elements locally, including care and support planning, personal health budgets and social prescribing.
- The history of personalisation – what the movement teaches us about leading change now and in the future.
- Building a business case for building stronger communities.
- Your own leadership journey and how to utilise your strengths to bring others on board.
- Collaborative leadership, host leadership and leading in complex systems.
- Co-production – with people on a 1-2-1 basis and with local communities, to create a genuine shift towards partnership, involvement and control for people and neighbourhoods.
- Best practice and international innovation, including timebanking, unlocking community skills and assets through nurturing micro-enterprise & evaluating for social value.
- Your own local leadership challenge – participants will be supported to develop and co-produce a project aimed at promoting and embedding personalised care where they live and work.

### National and international expert speakers will include:

**Lucie Stevens** – New Economics Foundation.

**Cormac Russell** – The Asset-Based Community Development Institute & Nurture Development.

**Professor Jane South** – Professor of Healthy Communities at the Institute for Health & Wellbeing at Leeds Beckett University.

**James Sanderson** – Director of Personalised Care, NHS England/Improvement.

**Dame Philippa Russell** – Former chair of the Standing Commission on Carers and and writer in the field of learning disability.

**Dr Brian Fisher** – London GP and Socialist Health Association honorary vice president.

**Dr Miro Griffiths** – Activist, teacher, and researcher on disabled people's oppression within society.

**"It is both a privilege and mutually useful to expose programme participants to national level leaders to be able to take back key messages to boards and also staff at local levels"**

Previous participant – Cohort 3



# Leadership for Empowered Communities and Personalised Care



## What previous participants have told us:

"It is an excellent programme that should be compulsory for anyone working in the field, including central government."

"It's a really wonderful opportunity for managers – it really works."

"My integrity, values and behaviours have never been stronger, I have made a stand and rocked the boat in my organisation."

"It widens the horizons, I now want to move into a position where I can influence policy at a regional or national level."

**"The programme is rightly attracting the interest and praise of leaders in health and social care"**

New Economics Foundation – Programme Evaluation

Many participants have spoken of being 'inspired' and 'empowered' and the emphasis on co-production was a vital ingredient for most:

"It is much more powerful hearing things from people who have direct experience of accessing services."

"These individuals have a lived experience which they can powerfully articulate."

"I have used (one of the leadership models presented) with the staff in my own team and they have always found it useful when struggling with particular challenges."

"Being designed and delivered in co-production is the way it should always be."

## Applications are invited from (Senior leaders):

- Current leaders in senior decision-making and strategic leadership positions at a local level in statutory and voluntary sector organisations and provider services, including in health, housing, social care and beyond.
- General Practitioners (GPs) and other clinicians with a senior role in Clinical Commissioning Groups or in the development of Primary Care Networks e.g. leading strategic commissioning, public health, long term conditions, patient participation or prevention.
- Directors of public health, registrars or other senior public health managers.
- Commissioning managers, project managers, policy officers and service managers across the wider public, private and voluntary sector who have a role in place-shaping and who are committed to leading radical change and developing collaborative local opportunities for change and transformation.
- We encourage everyone to sponsor a local citizen leader to join the programme with them and to learn and plan alongside each other.

**"Their insight into real life parallels or practical implications of what we were discussing made the programme more meaningful, and helped to keep us focused on reality."**

Programme Participant – Cohort 1

## Benefits for the system:

- Strengthening integration and partnership working between health and social care organisations.
- Learning about best practice which facilitates strong, healthy and empowered communities.
- Participants will be exposed to the latest research and evidence around personalised care and community capacity building.
- Individuals will be inspired by others and bring new skills, knowledge and innovation back into their workplace and communities.



## Programme dates:

### **Session 1 2nd October 2019**

Coin Street Neighbourhood Centre, London

### **Session 2 12th & 13th November 2019**

Residential event at Burleigh Court,  
Loughborough

### **Session 3 6th February 2020**

Coin Street Neighbourhood Centre, London

### **Session 4 5th March 2020**

Coin Street Neighbourhood Centre, London

### **Session 5 30th April 2020**

Coin Street Neighbourhood Centre, London

Webinars/virtual learning will  
take place on the afternoons of:

28th November 2019

30th January 2020

1st April 2020

## Cost

Normally a programme of this nature would cost in the region of £4000, but funding from our partners means that we can offer the whole package to the seventh cohort at these extremely affordable rates:

- £650 +VAT.

A number of bursaries are available for Thames Valley and Wessex NHS staff – details available on application.

**“Involvement of people who use services  
in the design and delivery was brilliant and  
should be done as standard.”**

Programme Participant – Cohort 1

## How to apply

Places on this programme are limited. Applications are invited from leaders in the categories above. To find out how to apply please email Catherine Wilton and Kristi Adams at [hello@lecpc.co.uk](mailto:hello@lecpc.co.uk)

### **Closing date: 6th September 2019**

Successful applicants will be notified of outcome as soon as possible after the closing date.

Places on this heavily subsidised programme are limited and we have been over-subscribed every time. Non-attendance of any part of the programme which cannot be avoided will be therefore be charged at £2,000 plus VAT on top of the original fee.



NHS England and NHS Improvement



This programme is a partnership between the Coalition for Collaborative Care (C4CC), Skills for Care, the NHS Leadership Academy, ADASS and Think Local Act Personal (TLAP)

