



Gloucestershire Hospitals
NHS Foundation Trust



Engagement and Involvement Review

Building Bridges, Building Health:
A Year of Engagement and Partnership

2024 – 2025

Welcome to our

Engagement and Involvement Annual Review

We are excited to share this report which brings together the work across our services with our community partners, which we feel shows just how important building local connections continues to be in improving the health and wellbeing across Gloucestershire.

Through this report we are pleased to share some of the successes that have been achieved over the last 12 months, working in partnership with our staff, patients and communities.

We believe that building and maintaining strong relationships between our services and the communities we serve, improves the quality and access to health and care services.

Our driving ambition is to put people at the heart of what we do, being curious and involving them in their care and in shaping change. By building connections, we can understand different ideas and experiences and listen to what matters most.

We would like to thank everyone who has worked with us over the year: the patients and community groups who have brought their fresh eyes, insights and creative challenge to our work and our colleagues across the Trust who have worked with us on a range of projects to help improve the experience.

Finally, we want to thank the Gloucestershire Hospitals charity for continuing to support many of our key projects, including funding to help the successful work of our Young Influencers who have flourished in the last year. We are also grateful to our Governors who have actively been involved at many events this year, come rain or shine, and have helped us reach a wider range of communities.



**Bryony
Armstong**

Public Governor for
Cotswolds

Chair of GHFT Young
Influencers Group



**Deborah
Evans**

Trust chair

Executive Summary

**“The healing journey
can only begin when
you feel heard”**

Juwairiyia Motala

Our review highlights the work we have done this year in building and maintaining our connections. We believe that through by approaching our work with curiosity and openness we have been better able to build our partnerships between services and the communities helping to understand what really matters and improve what we do, together.

Our driving ambition is to put people at the heart of what we do, being curious and involving them in their care and in shaping change. By building connections, we can understand different ideas and experiences and listen to what matters most. This approach has played a pivotal role in helping people in under-served communities access essential health and care support, improving their lives through partnerships with local organisations and groups across Gloucestershire.

Over the past year, we have engaged with over 17,968 people through 64 community events, gaining valuable insights into how we can improve access to services, increase planned care appointments, and reduce the need for emergency attendance.



Highlight(s) of the year

Highlights of our engagement and involvement work over the year include:

01

**Community Playlist for
Dementia Awareness:
Sounds of the Soul**



02

**Breast Cancer
Awareness Event –
Jewish Community**



03

**Update on Collaborative
Community Engagement
Work – Community Voices**



04

**Inclusive Language
Guide: Communication
that Reflects Our Values**



Executive Summary

Our commitment to improvement is driven by regularly reviewing feedback and supporting communities, all in alignment with the Trust's values to ensure meaningful engagement and quality improvement across the organisation.

The Trust is part of the One Gloucestershire Integrated Care System, which includes other health, social care, and Voluntary and Community Sector (VCS) organisations. We continue to follow the joint Working with People and Communities' strategy with a focus and commitment to working together for local people.

Our Engagement and Involvement Tracker has continued to evolve and provides a map for how we work, where we work and the impact and influence on our services. This report outlines our achievements, challenges, and future priorities for the next 12 months.



We are grateful for the valuable feedback, innovative ideas, and unique perspectives from local people that help shape our services and how we work. Working in partnership with our community isn't simply a box to tick; it's the key to unlocking better health outcomes. By understanding the needs of local people, we can transform our services and empower communities to focus on what matters most to them.

Thank you to everyone who has worked with us over the year: the patients and community groups who have brought their fresh eyes, insights, and creative challenge to our work, and our colleagues across the Trust who have worked with us on a range of projects to help improve the experience.



Find out more here:

www.gloshospitals.nhs.uk/listen-action-impact

Who we are and what we do

We are an NHS Foundation Trust of over 9,000 staff, providing care for the population of Gloucestershire and beyond.

The Trust provides acute hospital services from two large district general hospitals, Cheltenham General Hospital and Gloucestershire Royal Hospital. We also provide Maternity Services at Stroud Maternity Hospital and a range of outpatient clinics and some surgery services from community hospitals throughout Gloucestershire.



Gloucestershire
Royal Hospital



Cheltenham
General Hospital



Stroud
Maternity Hospital

Our vision is to provide

the Best Care for Everyone

Which serves as our guiding principle and shapes the way we are working in partnership with our communities.

Our Values

caring

We care for our patients and colleagues by showing respect and compassion



listening

We actively listen to better meet the needs of our patients and colleagues



excelling

We strive to excel through learning, and we expect our colleagues to do and be the best they can



Our partners

We are committed to working with our partners to deliver the best outcomes for our local communities. This means playing an active role in the Gloucestershire Integrated Care System, (ICS), and formal partnerships with our regional collaboratives and neighbouring NHS Trusts.

We also work closely with a wide range of diverse community organisations, including Inclusion Gloucestershire, Healthwatch and the VCSE Alliance to ensure we listen and understand the needs of our local population and to ensure we can shape services effectively.

Our commitment to engagement and involvement



Why is engagement and involvement important?

Our colleagues, patients and communities are at the heart of our ambition to deliver the best care for everyone. By actively listening to those who use and care about our services, we can better understand diverse health and care needs and respond accordingly.

What are we doing?

We are committed to embedding engagement and involvement throughout our hospitals.

Our goal is to ensure that the voices of patients, carers, and colleagues are continually heard and that they shape our decision-making process. We strive to make our organisation a great place to work and receive care.

What will we achieve?

By working together, we can make better decisions, and we will be able to:

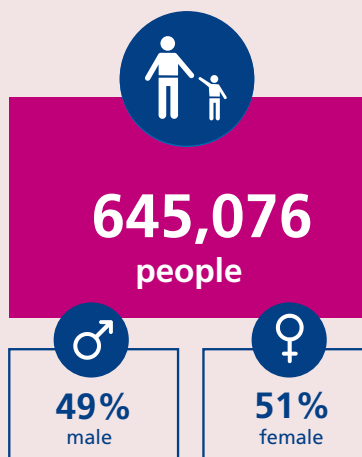
- ▶ Improve the quality of care and services;
- ▶ Improve patient safety;
- ▶ Improve colleague and patient experiences;
- ▶ Shape services around what local communities tell us that matter most to them;
- ▶ Attract, recruit, and retain the best staff to the Trust;
- ▶ Support and celebrate the diversity of our local community in promoting healthy living.



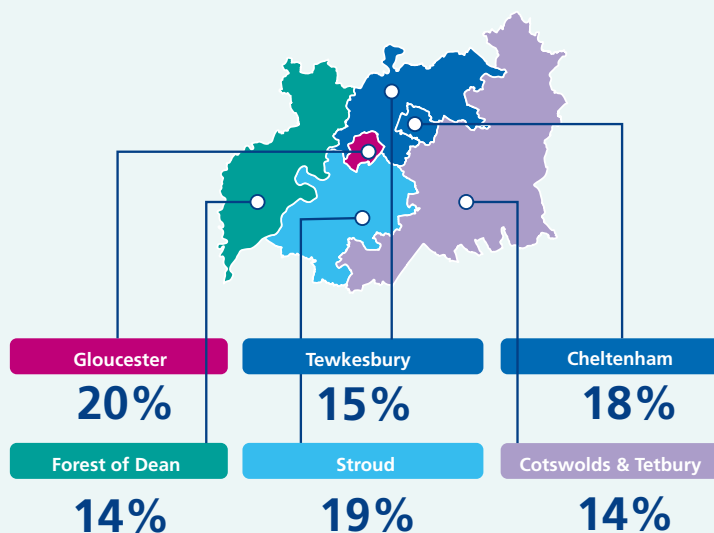


Our Gloucestershire Population

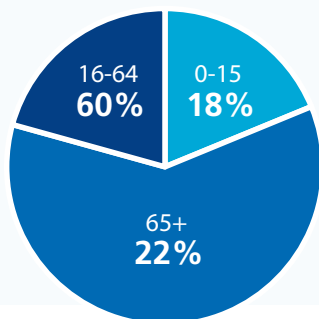
Total population: 2021



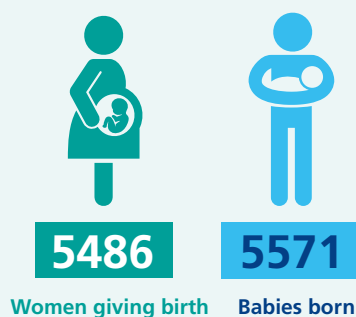
Population distribution of Gloucestershire, 2021



Broad age range



Pregnancy and birth

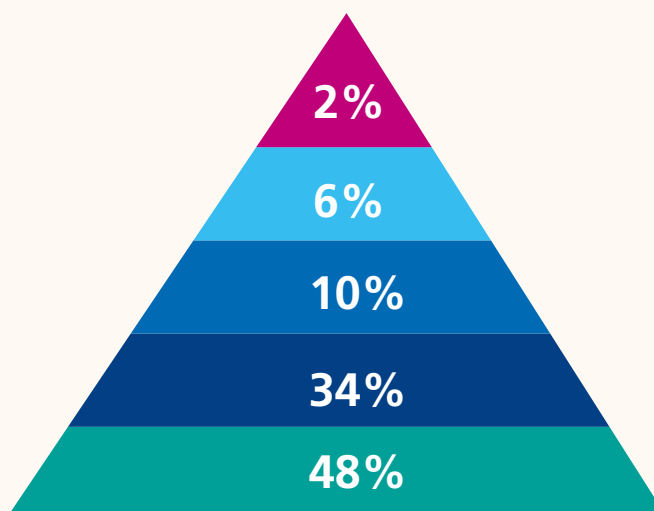


Unpaid carers

51863 (8.5%)
Of Gloucestershire's residents



Marriage and civil partnership



- Widowed or surviving civil partnership partner
- Separated but still legally married or still legally in a civil partnership
- Divorced or civil partnership dissolved
- Never married and never registered a civil partnership
- Married or in a registered civil partnership

Our Gloucestershire Population

Household composition



30%
One person
household



19%
Couples with
no children



25%
Couples with
children



9%
Lone parent
family



17%
Other
households

Disability



16.8%

of the population are
disabled under the Equality
Act (2010)



6.4%

Of the population are not
disabled but do have a long
term physical or mental
health condition(s)

Religion

49%
Christian

41%
No religion

6.2%
Not
answered

1.4%
Muslim

1%
Sikh

0.6%
Hindu

0.5%
Other
religion

0.3%
Buddhist

0.1%
Jewish

Ethnic Groups

87.7%
White British

5.4%
White other

2.9%
Asian, Asian British or
Asian Welsh

2.2%
Mixed or multiple ethnic groups

1.2%
Black, Black British, Black Welsh

0.7%
Other ethnic group

Who do we engage and involve

Our Engagement and Involvement Strategy outlines our commitment to actively engaging and involving people in shaping our plans to improve services and listen to what truly matters to our communities.

In Gloucestershire, we are part of the One Gloucestershire Integrated Care System, connecting NHS organisations, councils, Healthwatch, charities, and the community, voluntary, and social enterprise sector (third sector) with the shared aim of enhancing the health and well-being of local people.

By building community connections and working closely with our partners, we can better coordinate services and plan care in a way that improves population health and reduces inequalities among different groups.

Central to this effort is our approach to engaging and involving people. A cornerstone of this work is the co-designed ICS 'Working with People and Communities' strategy, further supported by the groundbreaking Memorandum of Understanding with VCS partners. This agreement solidifies our commitment to working together for the benefit of local people.

To facilitate this collaboration, we established 'Get Involved in Gloucestershire,' an online participation platform where people can share their views, experiences, and ideas about local health and care services.

We remain dedicated to working in partnership to make it easier for people to share their experiences and ensure we can listen to the voices from our vibrant and diverse communities.



Our service users and supporters

Patients, service users, carers and families are at the heart of all that we do. We need to continue to involve them as we strive to embed person-centred care across all our services.

Our Places + Communities

Understanding what matters most to our local communities is really important to us, particularly given the diverse rural and urban needs as well as specific community groups.

Our partnership with the Voluntary, Community and Social Enterprise Sector (VCSE) and Healthwatch helps provide vital insight and reach into groups with particular needs across our communities so that our services are accessible and responsive to all.

We are continually strengthening our ability to engage and involve local people to ensure that what matters to them is used to influence decision-making.

Our Partners

We work closely with our partners across the 'One Gloucestershire' Integrated Care System (ICS) to join up health and care services for local people.

Vision:
The Best Care
for Everyone

Strategic Objective

Involved People 'Patients, the public and staff tell us that they feel involved in the planning, design and evaluation of our services

Our Service User + Supporters

Patients, service users, carers and families are at the heart of all that we do. We need to continue to involve them as we strive to embed person-centred care across all our services.

Our Colleagues

We have a large workforce of some 9,000 people and over 450 volunteers, who live in our communities.

The Trust also has elected and appointed Governors, who provide valuable scrutiny and challenge and represent the local voice at Board level.

Our service users and supporters

There are lots of ways people presently share their experiences and are actively involved and engaged in shaping local health and care services in Gloucestershire, including:

- ▶ Elected and appointed Governors
- ▶ Trust Membership
- ▶ Get Involved section of our website:
www.gloshospitals.nhs.uk/about-us/get-involved
- ▶ Get Involved in Gloucestershire
getinvolved.glos.nhs.uk/
- ▶ Gloucestershire Voluntary and Community Sector Alliance
- ▶ Young Influencers
www.gloshospitals.nhs.uk/about-us/get-involved/our-youth-group
- ▶ Online patient experience websites, including NHS Choices and Care Opinion
www.careopinion.org.uk/services/rte
- ▶ NHS Friends and Family Test questions
www.gloshospitals.nhs.uk/contact-us/friends-and-family-test/
- ▶ Patient Advice and Liaison Service
www.gloshospitals.nhs.uk/contact-us/patient-advice-and-support/
- ▶ Directly with our complaints, concerns and customer service team
- ▶ Healthwatch Gloucestershire
www.healthwatchgloucestershire.co.uk
- ▶ Engagement on social media
- ▶ Patient Stories
- ▶ Through engagement activities and events
- ▶ Attendance at Trust Board and Annual Members Meeting

We know that there is more we can do to increase opportunities for involvement and to ensure this reflects the diverse communities we serve. We continue to learn so we can be more innovative, and resourceful in how we engage people to improve experience for both patients and colleagues.

The impact of involvement and engagement over the last year

The Trust is actively engaged in a diverse number of projects, in partnership with local communities, and the impact of this work is tracked through our Community Engagement Tracker.

Our team used the Community Engagement Tracker to systematically monitor and analyse our community connections, and this helps us improve services, build relationships with stakeholders, and make evidence-based decisions on what local people have told us matter most to them and where together we can make a difference.

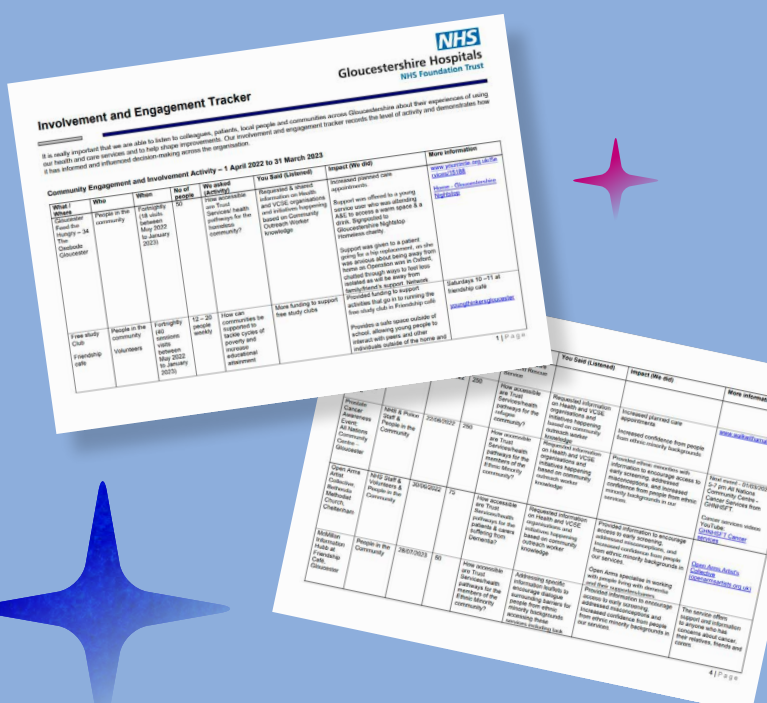
The Tracker focuses on connecting community members with Voluntary, Community, and Social Enterprise (VCSE) groups, building local relationships, and enhancing healthcare services based on community feedback.

From April 2024 to March 2025, the Community Engagement Team engaged with over 17968 people by participating in

and attending 64 community group events and activities. This work has increased access to VCSE services, improved attendance at health appointments, and enhanced access to healthcare information.

We measure success through engagement metrics and data analysis, using these insights to adapt our services to better meet the needs of local people and communities. Our commitment to improvement is driven by regularly reviewing feedback and supporting communities, all in alignment with the Trust's values to ensure meaningful engagement and quality improvement across the organisation.

At the heart of this impact and change, is the connections with our communities and partners, ensuring we are working together to address challenges, improve access and share learning.



Case studies and impact

- 01** Domestic Abuse and Sexual Violence Consultation Network
- 02** Accessible Information Standard – Making Communication Inclusive
- 03** Young Influencer Development
- 04** Community Playlist for Dementia Awareness: Sounds of the Soul
- 05** Breast Cancer Awareness Event – Jewish Community
- 06** Update on Collaborative Community Engagement Work – Community Voices
- 07** Inclusive Language Guide: Communication that Reflects Our Values
- 08** Introduction of the Patient Portal at Gloucestershire Hospitals
- 09** FiveXMore Maternity Campaign and Stroud Community Engagement
- 10** Iftar and Fasting Friends Initiative
- 11** Engagement with Seldom-Heard Groups
- 12** Cancer Care Patient Feedback on the One Gloucestershire Information Bus
- 13** Saluting Our Sisters Exhibition

01

Domestic Abuse and Sexual Violence Consultation Network

Brief description:

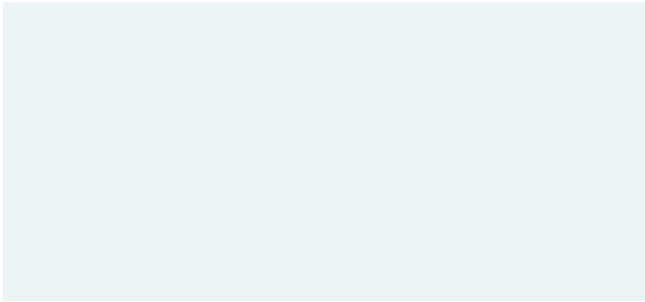
Over the past year, the Community Engagement and Involvement Team has collaborated with the Domestic Abuse and Sexual Violence Consultation Officer from the Office of the Police and Crime Commissioner, a representative from Adult Social Care at Gloucestershire County Council, and the GDASS Health Independent Domestic Violence Advisor (HIDVA). This partnership, built on over a year of joint working, has been instrumental in deepening our understanding of the lived experiences of domestic abuse in Gloucestershire. As we prepare for the 16 Days of Action Against Domestic Violence in November 2025, we aim to bring together our shared learning in a way that creates lasting impact - particularly for women from minority backgrounds, whose experiences are too often overlooked.

Who did we speak to?

We listened to many women with lived experience of domestic abuse, with a strong focus on those facing multiple and intersecting barriers, including language, cultural expectations, and systemic gaps in care. Their stories and insights have shaped our work and reinforced the urgent need for more inclusive, trauma-informed support services.

What and how did we ask?

Through community conversations, targeted consultations, and online and in-person engagement, we invited women to share their experiences with accessing (or being denied) support. Our approach was rooted in listening, collaboration, and empathy – working with professionals across health, social care, and the voluntary sector to ensure we captured a complete and honest picture.



Domestic Abuse and Sexual Violence Consultation Network		Accessible Information Standard – Making Communication Inclusive		Young Influencer Development	
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01

Domestic Abuse and Sexual Violence Consultation Network

What did people tell us?

Many women spoke of the deep and lasting impact of trauma, particularly when compounded by cultural stigma and language barriers. One particularly powerful and heartbreaking story came from a woman from the Bangladeshi community who speaks little English and has been repeatedly failed by the system. Following the deaths by suicide of two of her children and years of domestic abuse, she has struggled to access the help she desperately needs. Interpreter costs have prevented meaningful support from mental health services and domestic abuse charities. Language barriers during police calls placed her in further danger, and health services lacked the cultural understanding or flexibility to meet her complex needs. She has little family and community support. Her story, and others like it, highlight a stark and urgent truth: local services are not working for everyone.

What did we do?

These experiences are helping us reshape how we work together. We now recognise that health services, especially hospitals, must play a central role in addressing the inequalities that survivors from minority groups face. Through this partnership, we are taking steps to ensure hospitals are more accessible, inclusive, and culturally sensitive. We are advocating for trauma-informed care with appropriate language support and are committed to removing the barriers that stop survivors from getting the care they need, when they need it.

Highlighting the Need for Focused Health Inequalities Work:

The hospital’s role in this partnership is essential. Stories like the one shared above make it clear that health inequalities are not abstract; they have real, often devastating consequences. Survivors of domestic violence from minority groups are falling through the cracks. Access to services cannot depend on English fluency or internet literacy. We want to ensure that Gloucestershire Hospitals ensure that interpreter services are consistently available and that clinical pathways account for trauma, cultural context, and socioeconomic barriers. As part of this partnership, our hospital is committed to being part of the solution, embedding equity into every level of patient care and advocating for system change to support the most vulnerable.



Find out more here:

[Domestic Abuse and Sexual Violence Consultation](#)

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02

Accessible Information Standard – Making Communication Inclusive

Brief description:

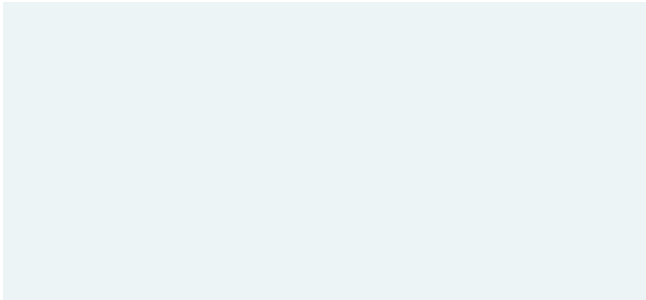
The Accessible Information Standard (AIS), developed by NHS England, ensures that people with a disability, impairment or sensory loss receive information in a way they can understand. Gloucestershire Hospitals NHS Foundation Trust has taken significant steps to embed this standard, reducing health inequalities by improving how patients access and receive important healthcare information.

Who did we speak to?

We engaged with patients who have communication and accessibility needs, as well as carers, reception staff, and digital and patient experience teams. These audiences were essential in understanding the barriers faced and the practical steps needed to implement changes across the Trust.

What and how did we ask?

We gathered feedback through hospital-based interactions, conversations with patient groups, digital service assessments, and ongoing consultation with frontline teams. We also reviewed data from service requests, feedback to the Patient Advice and Liaison Service (PALS), and accessibility audits of patient materials and communications.



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02

Accessible Information Standard –
Making Communication Inclusive

What did people tell us?

Patients and carers told us that accessing hospital letters and information in suitable formats (such as large print, Braille, or Easy Read) is critical to feeling included and confident in their care. Many shared experiences of missing vital information due to inaccessible communication, which highlighted a clear health inequality.

What did we do?

Gloucestershire Hospitals NHS Foundation Trust launched a new initiative, led by the digital and patient experience teams, to ensure that all written communication, such as appointment letters and test results, is available in accessible formats. These include Large Print, Easy Read, and Braille versions. Once a need is identified, it is flagged in the patient’s electronic health record, so it only needs to be requested once. The initiative follows the five key steps of the AIS: Identify, Record, Flag, Share, and Meet communication needs.

We have also made patient information leaflets available in accessible digital formats and worked to improve the accessibility of the Trust website, ensuring compatibility with screen readers and allowing content to be resized or read aloud. This has significantly reduced communication barriers and improved patients’ overall experience.

“Providing fair access to healthcare is a core value of the NHS and one we are committed to upholding. We continue to work hard to make sure our services and patient communications are inclusive and easy to access. I’m proud of the effort our teams have made to help us take this important step forward”

Kevin McNamara,
Chief Executive



Find out more here:

[Visit our Accessibility Statement and AIS Information Page](#)

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03 Young Influencer Development

Brief description:

The Trust Young Influencers group enables the Trust to maintain meaningful dialogue with young people aged 14-22 years to ensure their voices are heard in our decision-making process. They meet monthly face to face or via teams and over the last year the group’s membership has doubled. Together, they provide feedback to improve service provision across the Trust and collaborate with external organisations to build relationships and establish a wider reach in the community.

Who did we speak to?

In August 2024, the Young Influencers ran a stall at the No Child Left Behind family event in Cheltenham. Here they engaged over 150 children and young people to write or draw on a leaf what ‘health’ meant to them. The following month, the group created a Wellbeing Tree outside the Gloucester Hospital chapel. The tree trunk and branches represent the Trust, and the leaves represent the children the young people in the community it serves.



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03 Young Influencer Development

What did we do?

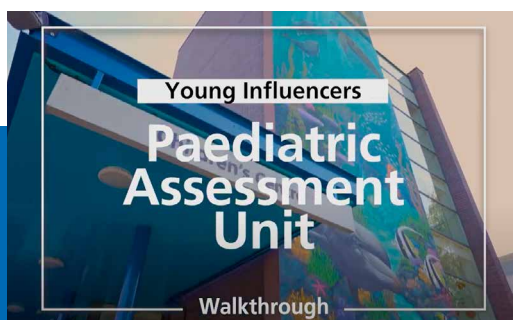
Over the last year, the Young Influencers have supported internal projects such as the redesigning of the children's and young people's outpatient department in Battledown, Cheltenham. They reviewed and provided back on the proposed design as well as providing suggestions for colours, all of which were actioned by the artist.

To make the hospital feel safer and more accessible for young people, the group filmed a walk through of the Children's Emergency Department and the Paediatric Assessment Unit (PAU). This has also been shared with wider organisations such as the ICB SEND team.

The Young Influencers also use their voice to support wider projects. They participated in a workshop for the Gloucestershire Council Preparation for Adulthood team, offering valuable insights into 'What is exciting about adulthood? What are your concerns about adulthood? And What is important when preparing for adulthood?'

What did people tell us?

Young Influencer members participate because they understand their value and the impact they can have when given the opportunity. They are proud to represent the Trust and feel they are offered a safe space to speak openly and honestly.



[Watch our PAU walk through video here](#)



[Watch our Young Influencer short demo here](#)

Domestic Abuse and Sexual Violence Consultation Network

Accessible Information Standard – Making Communication Inclusive

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04

Community Playlist for Dementia Awareness: Sounds of the Soul

Brief description:

“Sounds of the Soul” is a co-created, culturally sensitive musical playlist developed to support Muslim people living with dementia and their carers. This initiative uses spiritually significant sounds to enhance connection, identity, and emotional well-being for individuals affected by memory loss.

Who did we speak to?

We engaged with members of the Muslim community in Gloucester, including carers, the South Asian Women’s Group, the Men’s Group at the Friendship Café, and several individual contributors. We also consulted with Mufti Abdullah Patel, who endorsed the project.

What and how did we ask?

Conversations were initiated at the 2023 Dementia Education event at the Friendship Café. Follow-up engagement included group discussions and one-to-one consultations with community members and carers. We asked about the types of spiritual and cultural sounds that resonate personally and might be meaningful for someone living with dementia.



Domestic Abuse and Sexual Violence Consultation Network

Accessible Information Standard – Making Communication Inclusive

Young Influencer Development

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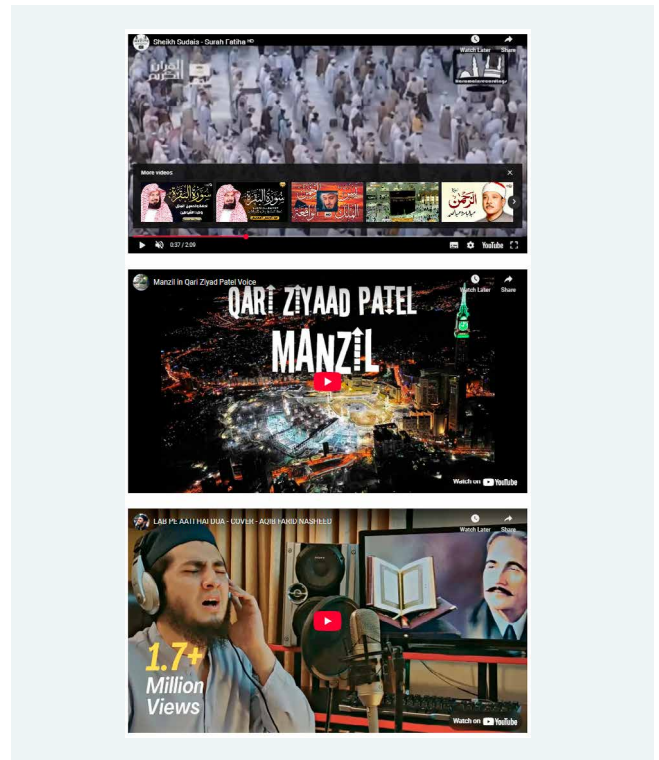
Community Playlist for Dementia Awareness: Sounds of the Soul

What did people tell us?

Community members expressed a strong interest in music and recitation as tools to reconnect with faith, family memories, and cultural identity. They shared personal favourites, such as specific Qur’anic recitations, nasheeds, and poems. There was clear enthusiasm for developing a resource grounded in lived experience and spiritual significance.

What did we do?

Together with Mindsong and the Gloucestershire Hospitals Engagement and Involvement Team, we created a ten-track “Sounds of the Soul” playlist. It includes Qur’an recitations and vocal-only nasheeds chosen for their soothing and spiritually uplifting qualities. The playlist was endorsed by Mufti Abdullah Patel and launched for Dementia Action Week. It is now accessible via YouTube, Spotify, Mindsong’s website, and multilingual printed materials for use in mosques, community centres, and care homes.



Find out more here:

www.mindsong.org.uk

[Watch the video](#)

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05

Breast Cancer Awareness Event – Jewish Community

Brief description:

This collaborative project between Gloucestershire Hospitals NHS Foundation Trust (GHFT), the Engagement and Involvement Team, Patient Experience, and the Engagement and Experience Team is part of a broader effort to ensure that healthcare services are inclusive, culturally sensitive, and responsive to the needs of diverse communities in Gloucestershire.

The initiative began with an important conversation to understand the specific health and wellbeing needs of the Gloucestershire Jewish Community, including a meeting with Abigail Fisher, a community representative. That meeting led to a commitment to active, ongoing engagement with the community to ensure their voices are heard, and their concerns are addressed in a meaningful and sustainable way.

Who did we speak to?

- Abigail Fisher

Representing the Orthodox Jewish community
- Jenny

Community leader within the Cheltenham Hebrew Congregation
- Broader Jewish community members through direct engagement

Event attendance, and feedback
- Rabbi Anna Gerrard

Rabbi for the 3 Counties Liberal Jewish Community

The Gloucestershire Jewish community includes around 500 Orthodox Jews, with a significant number of elderly residents and visitors, especially in summer. The community is active through weekly services, social events, and virtual meetings.



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Breast Cancer Awareness Event – Jewish Community

We engaged with the community through:

- ▶ One-on-one discussions with leaders to identify gaps in care
- ▶ Event-based outreach, including educational health talks tailored to the community’s cultural and religious context
- ▶ Feedback forms distributed at community events to capture views and priorities
- ▶ A focus on face-to-face trust-building sessions, including an upcoming coffee morning hosted by the community
- ▶ Specific questions focused on:
 - ▶ Health education needs
 - ▶ Perceptions of healthcare services
 - ▶ Comfort and concerns during hospital admission
- ▶ Preferred ways to receive health information

What Did People Tell Us?

Key insights and needs shared by the community included:

- ▶ A desire for culturally appropriate and inclusive health education
- ▶ Concerns around genetic health risks, particularly in relation to breast cancer
- ▶ Interest in receiving targeted sessions on specific conditions, such as diabetes and dementia
- ▶ The importance of trust and familiarity when engaging with the NHS
- ▶ Need for reassurance that religious observance will be respected in care settings

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Breast Cancer Awareness Event – Jewish Community

What Did We Do?

Breast Cancer Awareness Session

Thank you to everyone who supported the Breast Cancer Awareness Talk for the Jewish community. The event was a success, with approximately 18 attendees and strong engagement throughout. It marked a significant milestone in building an ongoing relationship with the community.



The event was delivered in partnership between One Gloucestershire, Cheltenham Hebrew Congregation, GHFT, and the ICB. It was held at Sandford Education Centre, following a request for an evening session to accommodate working attendees. Refreshments were provided.

Attendees were encouraged to ask questions throughout to ensure full understanding of the content. The session promoted open dialogue and allowed attendees to express concerns and share feedback in a safe, respectful environment.

Promotion and Community Involvement

A bespoke poster was created by NHS Gloucestershire ICB and circulated by the Chair of the Cheltenham Hebrew Congregation. The event was promoted across Orthodox and Liberal synagogues as a private event to encourage a comfortable and familiar atmosphere.

Feedback and Outcomes

- ▶ 16 attendees completed feedback forms, and the results have been compiled into a report to inform future planning.
- ▶ Feedback was overwhelmingly positive, with requests for further health education sessions on diabetes and dementia.
- ▶ Community leader Jenny has already been in contact to organise these follow-up events for the summer, showing a clear sign of trust and ongoing engagement.

The session was structured in two parts:

- ▶ Breast Cancer in the Jewish Population – The Role of Genes
- ▶ Speaker: Mr James Bristol (GHFT)
- ▶ Breast Awareness and Screening Information Speaker: Jane Fide, Breast Care Nurse (GHFT)

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Breast Cancer Awareness Event – Jewish Community

Next Steps

- ▶ Organising further health education sessions on diabetes and dementia in collaboration with the community
- ▶ Hosting a community coffee morning, facilitated by Abigail Fisher, where senior GHT representatives will be present to hear feedback and build relationships
- ▶ Continuing to gather feedback and assess health priorities through future events and informal engagement
- ▶ Exploring opportunities for co-designed services that reflect the religious and cultural needs of the Jewish population

Conclusion

This work represents a significant step forward in building meaningful, sustainable relationships with the Jewish community in Gloucestershire. It has helped open lines of communication, increased understanding, and laid the groundwork for ongoing, trust-based collaboration.

We are proud of the progress made and committed to ensuring our services continue to meet the diverse needs of all communities. As we move forward, we hope to replicate this model of engagement with other groups across the county.

Together, we are shaping a healthcare system where it’s okay to ask, and it’s okay to share your specific needs.

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Update on Collaborative Community Engagement Work – Community Voices

Brief description:

As part of our commitment to listening, learning, and acting upon what matters most to our communities, we have undertaken a wide-ranging programme of engagement and involvement, placing particular emphasis on under represented groups across Gloucestershire. We recognise that each person's health needs are different, and we are committed to promoting equitable access to care by building trust and strengthening community relationships.



Who did we speak to?

Throughout the year, we engaged with a diverse range of communities and groups, including:

- ▶ The Hindu Community Group in Cheltenham
- ▶ Sahara Saheli and South Asian Elderly Women's Groups
- ▶ Active Gloucestershire's Walk and Talk participants
- ▶ Gloucestershire Action for Refugees and Asylum Seekers (GARAS)
- ▶ Communities in Forest of Dean
- ▶ SAMS – South Asian Men's Support Group

What and how did we ask?

We created inclusive, culturally sensitive spaces to listen deeply to people's experiences and views on health, wellbeing, and access to care. Through wellness talks, community health sessions, walking groups, outreach initiatives, and co-designed events, we asked:

- ▶ What are the barriers to accessing health information and services?
- ▶ What kind of support feels meaningful and relevant?
- ▶ How can we better tailor health engagement to individual and community needs?

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Update on Collaborative Community Engagement Work – Community Voices

What did people tell us?

We heard powerful, honest feedback that shaped our understanding:

"Communities need to be able to reach out to local health organisations to ask for health education, to enable them to support their families. Support to navigate and connect the dots with confidence, this helps reduce anxiety and helps us understand the health advice being given."

Community Group Participant

"Health organisations sometimes feel that signposting is enough, but the support does not end there... McMillian was for me, community engagement supports the patient's confidence to navigate services... My support helped me accept the changes to my voice and understand how to enjoy my life again."

SAMS Group Participant,
reflecting on cancer recovery

"This is a safe space to express ourselves... When I retired, I realised that I was the 'foreign minister' and my wife the 'home minister'. We now share more, and I feel better supported with home life and health decisions. This space helps us become better able to support each other."

SAMS Group Participant

People told us they wanted:

Support that recognises personal, cultural, and health-specific journeys.

Clear, compassionate guidance to navigate complex health systems.

Continued opportunities to co-design local services that reflect their voices and values.

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Update on Collaborative Community Engagement Work – Community Voices

What did we do?

In response, we:

- ▶ Delivered tailored wellness talks, women's health sessions, and walking groups to foster connection and increase health literacy.
- ▶ Partnered with GARAS to bring health advice directly to refugees and asylum seekers in trusted, safe settings.
- ▶ Supported the SAMS group in offering culturally appropriate peer support and specialist signposting for South Asian men navigating complex health diagnoses.
- ▶ Facilitated community events in the Forest of Dean to ensure rural and seldom-heard voices are part of local health conversations.
- ▶ Captured and honoured lived experience stories, which now guide our service development.
- ▶ Committed to co-designing future services alongside communities, with a focus on tools that empower local change and sustainability.

This work reinforces that engagement is not a one-off activity, but a continuous relationship built on trust, relevance, and action. Our thanks go to all the individuals and communities who generously shared their time and voices with us.

Together, we are building a more inclusive, responsive health system where every person can say with confidence: "my wealth is my health."

🔗 Watch our Governors talk about their experience when they joined us at last year's Community Events

Find out more here:

🔗 www.gloshospitals.nhs.uk/get-involved



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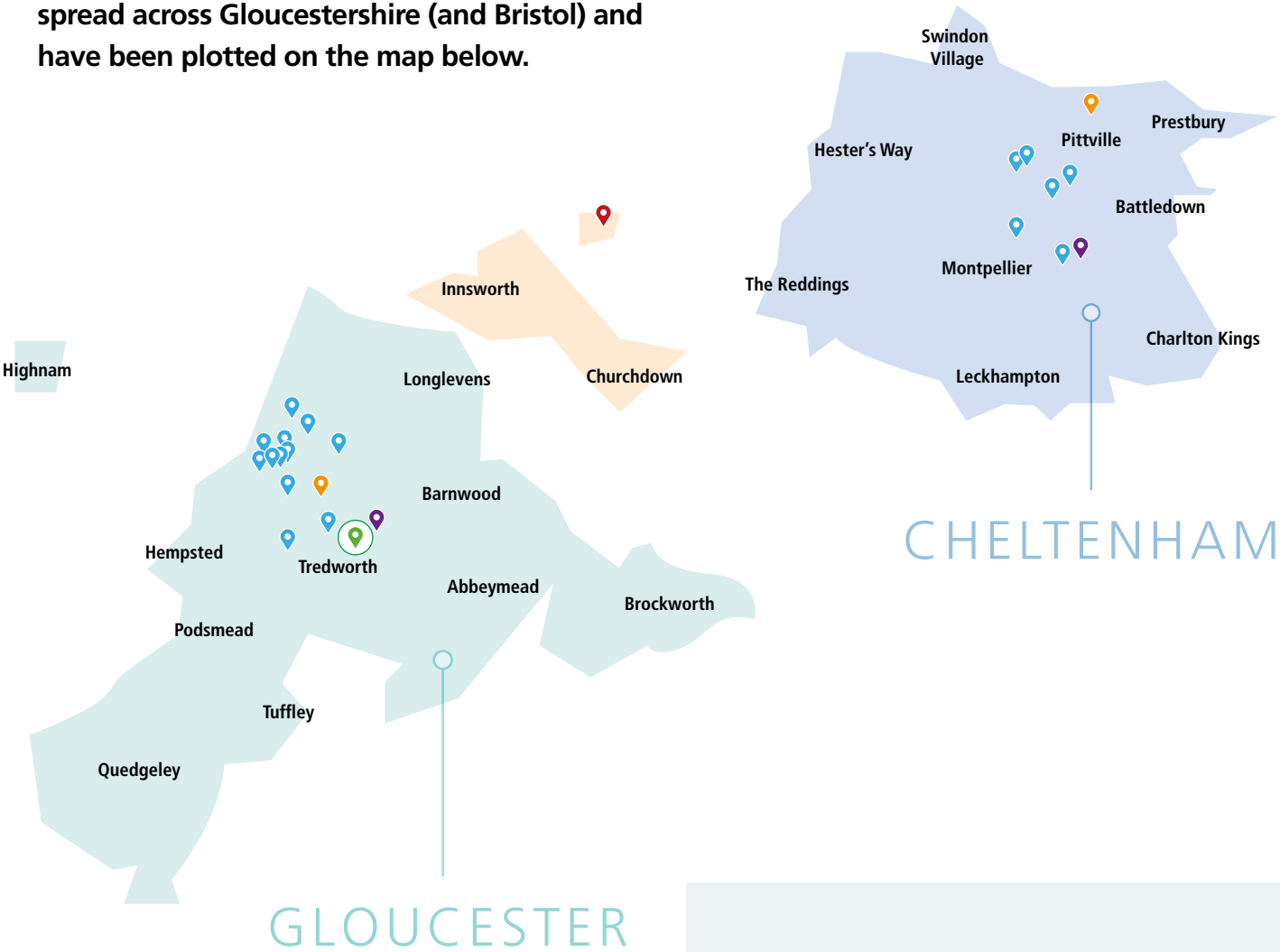
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06 Update on Collaborative Community Engagement Work – Community Voices

Over the last 12 months, we hosted 47 engagement events in total. The events were spread across Gloucestershire (and Bristol) and have been plotted on the map below.



-  10 events hosted at this location
-  7 events hosted at this location
-  3 events hosted at this location
-  2 events hosted at this location
-  1 event hosted at this location

07

Inclusive Language Guide:
Communication that Reflects Our Values

Brief description:

There is a power in words and language. At our Trust, this must reflect our values, beliefs, and the way we work together as a system. Language shapes experience and connection, and inclusive communication is essential to building psychological safety and mutual respect.

At Gloucestershire Hospitals NHS Foundation Trust, we understand the profound impact language has in building trust, connection, and inclusivity. Our communication must reflect our core values, fostering a workplace where everyone feels respected and valued.

In 2024, we proudly launched our first Inclusive Language Guide – a practical resource designed to help colleagues promote openness and understanding throughout our diverse workforce and communities. The guide supports improved communication, encourages honest dialogue, and helps prevent misunderstandings by celebrating cultural diversity and ensuring inclusivity in all interactions.

Who did we speak to?

We worked in collaboration with a wide range of internal and external partners, including diverse staff networks, patient representatives, local Integrated Care System (ICS) organisations, and equality specialists from Bradford District and Craven who bring expertise in areas such as race, gender, LGBTQ+, and disability. The Trust’s Equality, Diversity and Inclusion (EDI) Council played a central role in the review process.

What and how did we ask?

We circulated a draft version of the guide and invited feedback through targeted emails, virtual workshops, and group discussions. Stakeholders were asked to review the guide for accessibility, practical relevance, and inclusivity, especially in clinical and public-facing contexts.

What did people tell us?

Participants emphasised the need for the guide to include real-life examples, be easy to understand and apply, and support the use of non-biased, respectful language in everyday conversations. They also encouraged clarity on inclusive terminology and how to challenge language respectfully.

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07

Inclusive Language Guide: Communication that Reflects Our Values

What did we do?

An early draft of the guide was submitted to the Trust's EDI Council for review and comment. Their insights informed several improvements to structure and tone. The guide was then shared with local ICS organisations for further review, with their feedback carefully considered to ensure the guide met the training needs of both clinical and non-clinical staff.

The final version was co-developed with our partners and reviewed thoroughly to ensure alignment with system-wide priorities. It is now embedded into staff induction programmes and communications training.

The Inclusive Language Guide has been well-received across the organisation and has become an essential reference point for staff, supporting communication that upholds dignity, safety, and equity in every interaction.



Inclusive Language Guide

Your reference guide

The Best Care for Everyone
care / listen / respect

Find out more here:

www.gloshospitals.nhs.uk/inclusive-language-guide

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Introduction of the Patient Portal at Gloucestershire Hospitals

Brief description:

Introduced by Gloucestershire Hospitals, the NHS Patient Portal is to empower patients and improve the overall healthcare experience. This digital tool gives patients greater control by allowing them to access appointment letters, manage bookings, and communicate securely with care teams. The portal streamlines administrative processes and reduces reliance on paper letters, enhancing efficiency and sustainability.

It was developed to make healthcare more accessible, transparent, and user-friendly through technology patients already use, like smartphones or the NHS App. This is just the first step in a phased rollout, with more features planned to enhance patient engagement throughout 2025.

Who did we speak to?

We worked in collaboration with a wide range of internal and external partners, including diverse staff networks, patient representatives, local Integrated Care System (ICS) organisations, and equality specialists from Bradford District and Craven who bring expertise in areas such as race, gender, LGBTQ+, and disability. The Trust’s Equality, Diversity and Inclusion (EDI) Council played a central role in the review process.

What and how did we ask?

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Recruitment Support for Migrant Communities

Brief description:

The Gloucestershire Hospitals Community Engagement Team worked in partnership with local organisations to support refugees, asylum seekers, and migrant communities seeking employment within the NHS. Through workshops, tailored events, and direct engagement, the team helped individuals overcome barriers such as language difficulties, lack of confidence, and unfamiliarity with the NHS recruitment process. Key initiatives included the “Applying for Success” workshops and Walk and Talk events, which provided practical guidance, behind-the-scenes insights, and confidence-building opportunities. This ongoing work aims to ensure migrant communities are supported, included, and empowered to pursue careers within the NHS.

Who did we speak to?

We engaged with refugees, asylum seekers, and migrant communities, with a particular focus on those seeking employment opportunities within the NHS. This effort was supported through our collaboration with key partners, including the Gloucestershire Hospitals NHS Foundation Trust, the ICB’s “We Want You” careers team, Gloucestershire Managed Services (GMS), and the Gloucestershire Action for Refugees and Asylum Seekers (GARAS).

What and how did we ask?

We sought to understand the specific needs and barriers faced by migrant communities in accessing NHS employment opportunities. This was done through direct engagement with individuals and groups via workshops and tailored events. We asked participants about their challenges in applying for jobs, including language barriers, lack of confidence, and understanding of the recruitment process within the NHS.

What did people tell us?

Participants expressed a strong desire for more tailored support in navigating NHS job applications, especially in relation to CV writing, application forms, and interview preparation. Many individuals, particularly those with foreign qualifications and work experience, shared challenges with having their skills and certifications recognized in the UK. There was also a consistent request for English language support and guidance on understanding NHS job roles and requirements. Additionally, the need for more opportunities to build confidence in the workplace and to integrate into local communities was frequently highlighted.

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Recruitment Support for Migrant Communities

What did we do?

To address these needs, we worked closely with the ICB's "We Want You" careers team, led by Charlie Presley, and GMS to provide practical support to migrant communities. A key initiative was the December and March "Applying for Success: Focus on HCSW Role" workshop, which was specifically designed for asylum seekers and refugees. The workshop covered vital application elements, such as CV writing and preparing supporting information, with a special focus on individuals who held overseas qualifications and were new to the UK workforce.

We also provided ongoing support through the tailored Walk and Talk event, organised in collaboration with GMS and Gloucestershire Hospitals Trust. This event aimed to help participants explore NHS roles, understand key recruitment processes, and build confidence in a supportive, engaging environment. The Walk and Talk provided a behind-the-scenes look at the GMS facilities, allowing participants to meet teams, ask questions, and gain an insight into daily hospital operations.

Moving forward, we are committed to continuing this partnership, ensuring sustained, practical support for migrant communities as they navigate the recruitment process. We will keep collaborating with GMS to offer additional opportunities for engagement, career development, and integration within the NHS workforce, ensuring that those facing barriers to employment are not left behind.



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FiveXMore Maternity Campaign and Stroud Community Engagement

Brief description:

Promoting equality, diversity, and inclusion (EDI) continues to be a key priority in creating a safer, more compassionate environment for staff, patients, and families within the Children’s and Women’s Division. Through a series of events and engagement activities, we have listened to our colleagues and communities to help shape a more inclusive culture and improve maternity care outcomes.

Who did we speak to?

We engaged with around 40 staff members from across the Children’s and Women’s Division during an in-person EDI workshop held on Monday 20 January at the Women’s Centre, Gloucestershire Royal Hospital. We also collaborated with community organisations including the Stroud Motherhood Collective and Stroud Hospitals League of Friends to hear directly from mothers, birthing people, and families in the Stroud area via an online survey.

What and how did we ask?

At the EDI workshop, we facilitated a panel discussion with colleagues across the Trust, focusing on health literacy, communication barriers, and cultural perspectives in healthcare. We asked participants to reflect on how these factors affect patient experience and staff engagement.

In Stroud, we launched a co-designed online survey to find out what support matters most to local families during pregnancy and after birth. The survey was promoted through local networks and received 83 responses to date.



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FiveXMore Maternity Campaign and Stroud Community Engagement

What did people tell us?

Participants at the EDI workshop shared a range of experiences and insights. For example, we learned that cultural differences can significantly impact engagement with maternity care; some families may avoid antenatal clinics due to cultural or religious beliefs, while others may be unfamiliar with decision-making norms in the NHS. Internationally educated staff also reported challenges adapting to local expectations. The open dialogue generated rich discussions and valuable suggestions for improvement.

Survey respondents in Stroud highlighted the importance of accessible postnatal support, culturally appropriate care, and continuity during the perinatal journey.

What did we do?

We used the feedback from the EDI workshop to identify what’s working well and where we can improve, particularly in communication and culturally competent care. As Lisa Stephens noted,

“I was pleased so many staff across the division not only attended but were so engaged in the session. The range of ideas that were shared was also impressive.”

A highlight of the workshop was the introduction of a sculpture by Gloucester-based artist Deborah Harrison, inspired by the FiveXMore campaign, now on display at the Women’s Centre. This piece helped spark meaningful conversations around Black maternal health, aligning with our broader work to tackle racial disparities.

Our Trust has partnered with Black Maternity Matters and the FiveXMore campaign to promote anti-racism learning among maternity staff. Staff involved in this collaboration are now applying their learning to inform inclusive, equitable maternity policies and practices. This is a vital step in improving outcomes for Black women and birthing people and fostering a more respectful and safe maternity experience.

In Stroud, we will use the survey responses to tailor interventions and support services that align with what families say they need most. This ensures community voice drives quality improvement.

Conclusion

Our EDI agenda is central to building the safety culture we all strive for. Events such as the January workshop have created a buzz of interest and innovation, with staff energized to lead positive change. By listening to staff and community voices, and responding meaningfully, we are actively shaping a more inclusive and equitable healthcare environment in the Children’s and Women’s Division.

 [www.gloshospitals.nhs.uk/
improving-maternity-services](http://www.gloshospitals.nhs.uk/improving-maternity-services)

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11 Iftar and Fasting Friends Initiative

Brief description:

Ramadan 2025 was a time of reflection, compassion and unity for colleagues and patients across our Trust. Through our Iftar and Fasting Friends Initiative, we enhanced awareness, accommodation and celebration of Ramadan, with active engagement from leaders, chaplaincy, and our wider hospital community. The initiative supported inclusivity and understanding through practical adjustments, education, and meaningful shared experiences.

Who did we speak to?

We spoke with Muslim colleagues, non-Muslim allies, line managers, members of the chaplaincy team (notably Imam Atique Miah), attendees at the Iftar events, and Trust-wide teams engaged in event planning and diversity initiatives.

What and how did we ask?

We gathered feedback through post-event surveys, informal conversations at the Iftar events, direct staff testimonials, and engagement via email with participants and managers. We asked about the impact of the events, the value of shared experiences, and suggestions for future initiatives.



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11 Iftar and Fasting Friends Initiative

What did people tell us?

Feedback was overwhelmingly positive and highlighted the emotional resonance and educational value of the initiative.

Participants also expressed deep appreciation for the inclusive approach, availability of prayer spaces, flexibility in working hours, and the opportunity to ask questions and learn in a safe, respectful space.

Key comments included:

"I found this a lovely event. It was wonderful to have the opportunity to share it with my Muslim colleagues and show my support for them in this way. I really hope the Trust continues to support these events."

"Brilliant event – please do it next year."

"I really enjoyed the event and the atmosphere of it, would really enjoy it again next year."

"It was amazing to learn about the personal experiences of those practicing Ramadan; what it means to them, their community and faith. It was an inspiring insight to how precious and important Ramadan is, beyond just fasting. It felt like we were adopted into the community for a brief moment and able to share in their joy of Ramadan."



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Iftar and Fasting Friends Initiative

What did we do?

To support and celebrate Ramadan 2025, we implemented a multi-faceted engagement plan:

- ▶ Created awareness through visible communications and resources across both sites.
- ▶ Partnered with Chaplain Atique Miah to provide tailored guidance and educational outreach to line managers and teams.
- ▶ Offered flexible working arrangements and adapted meeting times to support fasting colleagues.
- ▶ Organised two inclusive Iftar events attended by 360 colleagues at Blue Spa and Fosters Restaurant, where halal and vegetarian meals were provided, and all faiths were welcomed.
- ▶ Launched the “Fasting Friends” initiative, where non-Muslim colleagues fasted in solidarity and donated their meal savings to the Cheltenham and Gloucester Hospital Charity, supporting the Big Space Cancer Appeal.

Fostered a welcoming and informed environment where colleagues could respectfully engage with the meaning of Ramadan through talks, dialogue, and shared experiences.

The initiative not only strengthened cultural understanding and team cohesion but also demonstrated our Trust’s commitment to equity, compassion, and community care.



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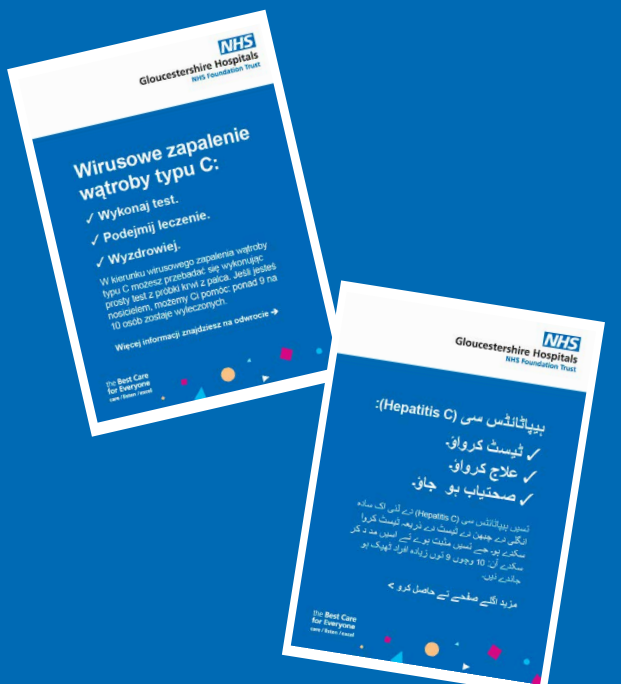
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Bloodborne Viruses – Hepatitis C Screening Initiative

Brief description:

In collaboration with the Trust's Clinical Bloodborne Virus Team and the ICB Engagement and Experience Team, our Engagement and Involvement Team has developed and implemented a comprehensive plan to raise awareness about Hepatitis C (Hep C) and promote screening within diverse communities. This initiative aims to address cultural barriers and enhance access to testing and treatment services.



Who did we speak to?

- The Viral Hepatitis Nurse Specialist at the hospital
- The Service Development Manager (Countywide and Inclusion) at GHC, Co-Chair of the Race and Cultural Staff Network, and NHS Workforce Equality Standard Expert.
- Community members from Nigerian, Romanian (including Baltic nationalities), Egyptian, Ukrainian, and Polish backgrounds.
- The ICB Engagement and Experience Team who provided valuable data and analysis to inform our engagement strategies.

What and How Did We Ask?

- Collaborated closely with Trust's Clinical Bloodborne Virus Team to identify communities with higher prevalence of Hep C and discuss strategies for awareness and information dissemination.
- Engaged community group facilitators to leverage their connections with Ukrainian, Romanian, and Polish communities, seeking insights into effective communication channels and community meeting places.
- Worked closely with the ICB Engagement and Experience Team to analyse data on Hep C prevalence and identify target communities for engagement.
- Developed a stakeholder map to identify key community connections for sharing health information.

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Bloodborne Viruses – Hepatitis C Screening Initiative

What Did People Tell Us?

- ▶ Community leaders and members expressed a need for culturally sensitive information and accessible testing services.
- ▶ The importance of translated materials and engagement through community events was highlighted.
- ▶ Identified specific risk factors prevalent in these communities, including:
 - ▶ Sharing drug paraphernalia (needles, spoons, straws, filters, water).
 - ▶ Receiving tattoos or piercings with non-sterile equipment.
 - ▶ Needle stick injuries.
 - ▶ Living with someone infected with Hep C.
 - ▶ Having lived on the streets or been incarcerated.
 - ▶ Sharing personal items like toothbrushes or razors.
 - ▶ Receiving a blood transfusion before 1991.
 - ▶ Being born to a mother with Hep C.
 - ▶ Undergoing medical or dental procedures in countries with high Hep C prevalence.

What Did We Do?

- ▶ Developed and distributed information sheets detailing testing advice and symptoms associated with Hep C, emphasizing the message: “Get tested, get treated, get cured!”
- ▶ Translated the Hep C information leaflet into Polish and launched it during the Polish Day Celebration, engaging with members of the local Polish community.
- ▶ Shared testing information sheets, including advice on testing and symptoms of Hep C.
- ▶ Continued collaboration with the Bloodborne Virus Team and the The ICB Engagement and Experience Team to understand and address cultural barriers preventing individuals from seeking support and treatment.
- ▶ Utilised the stakeholder map to identify and connect with key community figures and organisations for effective dissemination of information.
- ▶ This ongoing initiative underscores our commitment to inclusive healthcare outreach and the importance of community collaboration in public health efforts.

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13 Engagement with Seldom-Heard Groups

Brief description:

The Gloucestershire Hospitals Engagement and Involvement Team participated in a series of Friendship Walks (a well-being initiative facilitated and organised by the Friendship Café Women’s Well-being Group) in collaboration with The Cotswold Wardens and the National Forestry Commission.

These walks are designed to support women from seldom-heard and diverse communities, offering a safe and welcoming environment to connect, explore nature, and focus on their mental and physical well-being.

Inspired by the NHS 5 Steps to Well-being (Be active, Connect, Give to others, Keep learning, and Take notice) the walks also incorporate mindful photography and creative writing to encourage reflection and memory sharing.

Who did we speak to?

We engaged with women from a range of local community groups, many of whom face cultural or practical barriers to accessing nature and outdoor spaces. These included women from ethnically diverse backgrounds, many of whom are connected through the Friendship Café and other local support networks.

What and how did we ask?

We had informal, friendly conversations with participants during and after the walks, asking about their motivations for attending, their experiences during the walk, and how they felt it supported their well-being. We also gathered feedback on how the walks could be further developed to reach and benefit more women in the community.



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Engagement with Seldom-Heard Groups

What did people tell us?

Participants consistently described the Friendship Walks as a treasured opportunity to take time for themselves, relax, and feel rejuvenated. Many had never visited the locations before, such as the Asha Centre, Westonbirt Arboretum, and scenic Cotswold villages. They appreciated being more physically active in a social, non-judgemental setting. The chance to learn about nature, practice mindfulness, take photographs, and express themselves creatively through writing was particularly well-received. Women said the walks helped them feel more connected to others, to nature, and to their own well-being. The popularity of the walks is growing, with many asking for more frequent or longer sessions.



What did we do?

We supported the promotion and celebration of the Friendship Walks, sharing participant feedback with the organisers and local health and well-being partners. Based on input received, we are exploring ways to help extend the walks to new locations and to introduce additional creative elements, such as themed photography or storytelling sessions. With participants' consent, we are also using their photos and written reflections to showcase the impact of the initiative, helping to inspire more women to get involved and to demonstrate the value of culturally sensitive, community-led well-being activities.



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Cancer Care Patient Feedback on the NHS Information Bus

Brief description:

The One Gloucestershire Information Bus was conducted in January and February 2025 to engage with local communities across Gloucestershire about current and future cancer care services, especially regarding the planned new cancer build. This outreach was spearheaded by the Engagement and Involvement Team to capture patient feedback and identify service improvement opportunities.

Who did we speak to?

We engaged with over 448 individuals from a wide range of locations, including urban centres, rural communities, faith-based groups (e.g., Gloucester Muslim Committee and Hindu Temple attendees), and women’s community groups at the Friendship Café. Minority ethnic communities, vulnerable groups, and the general public were all represented.

What and how did we ask?

Participants were invited to visit the One Gloucestershire Information Bus at various community locations to share their experiences and views on cancer care. We used Virtual Reality (VR) goggles to offer an immersive preview of the planned cancer facility, enabling informed feedback on its design and accessibility. QR code-based forms and one-on-one conversations were used to gather responses in real time.



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Cancer Care Patient Feedback on the One Gloucestershire Information Bus

What did people tell us?

On staff and care quality:

Oncology staff were consistently praised for their dedication, professionalism, and compassionate care during treatment.

On accessibility:

Significant issues were raised regarding poor parking, limited public transport (especially from the Forest of Dean), and the withdrawal of local services like the FOD chemotherapy van. There were calls to reinstate mobile services and improve pharmacy access for those reliant on public transport.

On service equity and inclusion:

Concerns were expressed about how cancer services support marginalised groups. Feedback emphasised the need for clearer communication, resources in multiple languages, and support for homeless individuals and those with complex health needs. Faith-based needs, such as multi-faith prayer spaces and ablution facilities, were highlighted.



Digital innovation feedback:

The VR goggles received overwhelmingly positive responses and successfully increased engagement. Virtual consultations and online follow-ups were also encouraged to ease travel burdens.

On community communication and collaboration:

Several attendees were unaware of the new cancer build until the tour. There were suggestions to use local noticeboards, social media, and community contacts such as Coleford Health Centre's practice manager to improve information dissemination.

On service design:

Patients requested better multidisciplinary team (MDT) support, more efficient interdepartmental communication, and assurance that the new cancer build would address waiting times and treatment logistics.



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Cancer Care Patient Feedback on the One Gloucestershire Information Bus

What did we do?

The Engagement and Involvement Team worked proactively with local groups, including minority and faith-based organisations, to ensure inclusive outreach. We used VR goggles to enhance the experience and encourage active feedback. Regular engagement sessions with local hubs and communities helped us stay informed on emerging issues and support continued dialogue. These insights are informing the planning of the new cancer build and service improvements, with a clear commitment to inclusivity and accessibility.

SPECIAL NOTES

The Engagement and Involvement Team remains committed to deepening ties with all community groups, using innovative tools like VR goggles to engage more effectively.

Strong collaboration with groups such as the Gloucester Muslim Committee and Friendship Café women’s group helped surface unique community-specific health concerns.

Regular updates and partnerships with local community hubs are essential to understanding and responding to new and evolving health needs, especially among ethnically marginalised communities.



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15 Saluting Our Sisters Exhibition

Brief description:

Saluting Our Sisters is a compelling exhibition that celebrates the achievements and contributions of Black and minority ethnic women in Gloucestershire. Developed collaboratively by local councils, NHS bodies, community groups, and the University of Gloucestershire, the exhibition was launched during Black History Month and has since been showcased at International Women’s Day events and community celebrations in Cheltenham and Gloucester. Now live online via the Hundred Heroines gallery, the project aims to uplift untold stories and inspire future generations.

Who did we speak to?

We engaged with staff and community members across the One Gloucestershire Integrated Care System (ICS), including NHS organisations, voluntary and community sector partners, and local authorities.

What and how did we ask?

We launched a social media campaign across the ICS, inviting nominations of inspirational Black and ethnic minority women who have made a positive impact in their communities. The campaign called on individuals to recognise women whose contributions deserved celebration and wider recognition.



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Saluting Our Sisters Exhibition

What did people tell us?

We received a strong and heartfelt response from across the ICS. Many people took the opportunity to nominate colleagues, friends, and family members whose resilience, leadership, and service have shaped local communities. The responses reflected deep admiration and highlighted the need for such recognition.

What did we do?

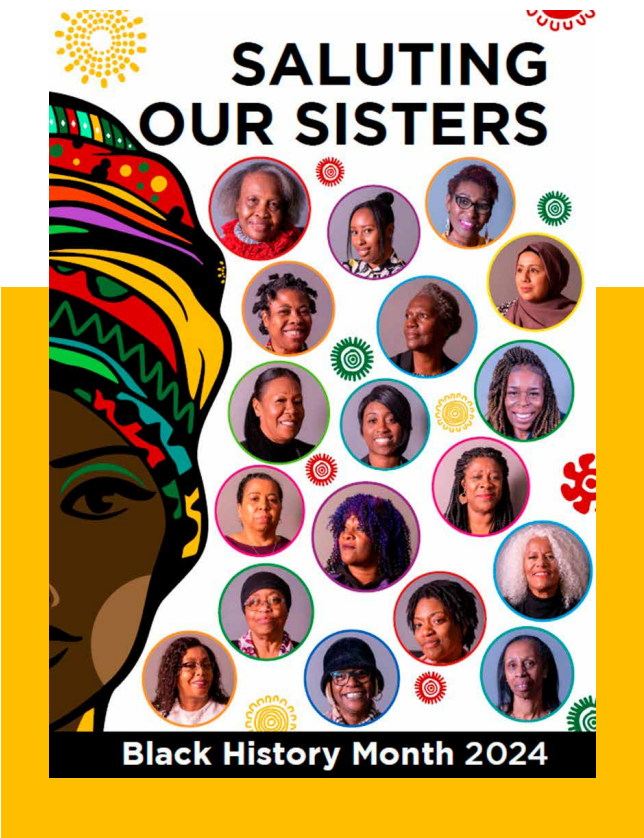
We curated the Saluting Our Sisters exhibition using the nominations received, showcasing the stories of women who were recognised for their contributions. The exhibition has since been featured at high-profile events, including the Lives of Colour Black History Month event, the All Nations BHM celebration, and several International Women’s Day events. It has been warmly welcomed by the community and remains available online via the Hundred Heroines gallery.

Arts Diverse-City is equally thrilled to support this project and looks forward to incorporating the exhibition in the upcoming International Women’s Day event in March 2025.



View the exhibition here:

 **Hundred Heroines**



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Other ways we involve and engage

Over the last year we have continued to strengthen and develop the range of ways we are able to engage and work with local people and colleagues. As an NHS organisation we also have a number of established approaches to ensure the voice of local communities are represented and we publish this on our website and through our social media:

 www.gloshospitals.nhs.uk/about-us/get-involved/

We have continued to build our connections with our NHS and voluntary partners across Gloucestershire. There is a clear benefit to local people in health and social care working together on engagement and involvement opportunities, helping us to have more meaningful conversations and ensuring our voluntary and community sector have an active role.

Other ways we involve and engage

6.1 Get Involved Gloucestershire

In 2021 NHS partners launched 'Get Involved in Gloucestershire' which is an online participation space for people to can share views, experiences and ideas about local health and care services.

The new digital platform will be a central point for the NHS and local people to find out and directly get involved in shaping local services. The experiences shared through the platform will help inform and influence the decisions local NHS organisations make.

Further information about Get Involved in Gloucestershire and free registration can be found here:

getinvolved.glos.nhs.uk

6.2 Governors

An important way local people can directly get involved with the Trust is as Member and staff through our Council of Governors. We have 22 public, staff and appointed governors who represent the views and interests of Trust members and the local community, to ensure our Trust reflects the needs of local people.

Our governors ensure we listen to the views of patients and people who live locally, along with our staff and other interested parties. They hold us accountable and ensure we can make improvements to our services, and the information we provide.

The Council of Governors meet six times a year to provide feedback on developments and decisions at our hospitals. These meetings are open to the public, who are welcome to attend.

Further information about Governors can be found here:

www.gloshospitals.nhs.uk/about-us/governors

6.3 Members

As a Foundation Trust, we are accountable to local people and we actively promote the benefits of becoming a member and how to stand for election as a governor.

Members are our staff, our patients and members of the public who either have a general interest in healthcare or are interested about a specific condition or speciality. Members are regularly invited to get actively involved with the Trust to develop services which will best suit the needs of local people.

For more information and to become a Member visit:

www.gloshospitals.nhs.uk/about-us/get-involved/support-our-trust/join-our-foundation-trust/

[Watch our Governors talk](#) about their experience when they joined us at last year's Community Events



Find out more here:

www.gloshospitals.nhs.uk/about-us/support-our-trust/join-our-foundation-trust/

Other ways we involve and engage

6.4 Patient Experience

Our patient experience matters to us. Our Trust's strategy has a commitment to create a culture where patients really are at the heart of everything we do and that a patient centred care is embedded across the Trust.

We know from international evidence that outstanding patient experience improves patient safety and clinical effectiveness and also improve the experience of NHS colleagues.

As a Trust we produce an Annual Patient Experience Report which focuses on all our patient experience initiatives, including Friends and Family, compliments, comments and complaints and projects that have happened across the organisation this year.

This can be read at:

www.gloshospitals.nhs.uk/about-us/reports-and-publications/reports/

6.5 One Gloucestershire People's Panel

As part of our One Gloucestershire approach to involvement, we have supported the recruitment of over 1,000 local residents to join the People's Panel. The Panel is made up of individuals whose anonymous feedback is used to shape health and care services at both a countywide and local level.

Importantly, the Panel includes people from CORE20 priority areas, communities that experience greater health inequalities than elsewhere in Gloucestershire or England. While we continue to hear from actively engaged individuals, the Panel helps us better understand the views of those who may not usually share what matters to them.

Panellists are invited to complete regular online surveys (with postal options available) on a range of health and wellbeing topics. Recent surveys have focused on non-medical support for wellbeing and helped inform our approach to working with VCSE organisations and local communities. We also contributed to the national conversation on the 10-Year Plan for Health with a local survey that will shape Gloucestershire's response when the Plan is published in 2025

6.6 Patient and colleague stories

Patient and colleague stories are regularly presented at the beginning of Trust Board meeting. The stories provide an example of the lived experience of patients and colleagues to highlight examples of excellence and where there are areas for improvement.

www.gloshospitals.nhs.uk/about-us/reports-and-publications/reports/

6.7 Our Annual Members Meeting

Our Annual Members Meeting is where the Trust shares key highlights and achievements, and reflect on the previous year's performance, and where we share some future developments planned for the year ahead.

You can watch Annual Members Meeting again at:

[YouTube GlosHospitalsNHS](#)



Other ways we involve and engage

6.8 Healthwatch Gloucestershire

The Trust works closely with Healthwatch Gloucestershire (HWG) and they are actively involved in our work and plans, including attendance at Trust Board, Partnership Involvement Network and a number of service projects, including the Covid vaccination programme.

More information about Healthwatch can be found here:

www.healthwatchgloucestershire.co.uk/

6.11 Social Media

Social media continues to evolve and can bring closer involvement and engagement with a wider range of people than traditional approaches alone. The Trust has evolved its engagement and involvement, embracing face-to-face activity with social media, with a far wider reach. This includes our Facebook Live events, live streaming Q&A sessions with staff, and listening to individuals' experiences of services.

6.9 Maternity and Neonatal Voices Partnership

Gloucestershire Maternity and Neonatal Voices Partnership is made up of volunteers who represent the voice of women and families from all communities and cultures to inform improvements in local maternity care. The partnership is directly involved with the Trust's Maternity and Midwifery services and provides an important independent voice in shaping our services.

www.glosmaternityvoices.nhs.uk/

We have several social media channels that anyone can follow and these are outlined below:



Twitter:

www.twitter.com/gloshospitals



Facebook:

<https://www.facebook.com/gloshospitalsNHS>



YouTube:

www.youtube.com/c/GlosHospitalsNHS



LinkedIn:

<https://www.linkedin.com/company/gloucestershire-hospitals-nhs-foundation-trust/>

What will we be doing this year?

Over the past year, we have developed an engagement plan with our partners to ensure that together, we are able to attend as many key local events and celebrations, as well as being part of supporting community programmes.

We are always exploring new ways to connect with our communities to help gain a deeper understanding of priorities, ensuring what we all do remains responsive to local needs.

What will be doing this year?

1

Maternity Improvement Journey

[Find out more here](#)

2

In the coming year, the Community Engagement and Involvement Team will support the Research and Innovation (R&I) department to strengthen patient involvement, particularly through the new Patient Participation, Engagement and Involvement (PPIE) Group. We will help identify patients from under-represented communities to join this group, which will contribute to Trust research projects and work closely with the Director for Research, Innovation and Genomics and the Academic Services Manager.

Additionally, we will support the development of the Trust's new 5-year Research and Innovation Strategy.

3

Continue the Collaborative Partnership with Mindsong to create Playlist for other local Gloucester community groups.

4

Refugee Week 2025

5

Collaborative work to develop GHT Health Inequalities Strategy

6

LGBTQ+ Engagement and PRIDE Tour Public Engagement Development

7

Cultural Health Cancer Education and Careers Session, Cervical Screening Awareness Week Gynaecological Cancer Awareness Month

8

Develop and continue to work with community groups to support Migrant journey to NHS career, to include GARAS, Cheltenham Welcomes Refugees and the newly established Homeward Horizon which is a refugee peer support group and GMS.

If you want to find out more about the activities mentioned above, make sure you join the 'Get Involved in Gloucestershire' www.getinvolved.glos.nhs.uk platform where you can also share your views, experiences and ideas about local health and care services across the county.

You can also visit the Trust website to find out how to get involved in supporting the hospitals:

www.gloshospitals.nhs.uk/about-us/get-involved/