



Gloucestershire Hospitals
NHS Foundation Trust



Engagement and Involvement Review

2025 – 2026

Annual Engagement and Involvement Review 2026 Foreword

As the Young Influencer Group, we're excited to introduce this year's report. Over the past year, we've seen first-hand how much of a difference it makes when young people are involved in shaping health and care, not just talked about, but listened to.

One of the biggest moments for us this year was the Trust signing up to The Power of Youth Charter. For us, this wasn't just a box-ticking exercise. It meant a real commitment to making sure young people, especially those from marginalised and ethnic minority backgrounds, have a voice in decisions that affect them. This matters because these are the groups who often face the biggest barriers to good health. Making space for their voices links directly to the Trust's golden thread of tackling health inequalities, and we're proud to be part of that work.

Being involved in projects across the hospital has shown us how powerful it is when different perspectives come together. Young people notice things adults sometimes miss. We ask questions that challenge assumptions, and we bring experiences that help staff understand what it feels like to use services at our age.

We've met so many brilliant people this year across the hospital and within the community who've shared their ideas and listened to our feedback. These conversations need to continue to help understand what really matters to people, what needs to change and what part we can all play to bring about this change.

We want to say a massive thank you to everyone who's supported us. The Gloucestershire Hospitals Charity has helped us grow, learn, and take on projects we never thought we'd be part of. And to the staff and Governors who've welcomed us in and taken our ideas seriously, thank you.

We're proud of what's been achieved this year, and we're even more excited about what's coming next. Young people have a huge role to play in shaping the future of health and care in Gloucestershire, and we're just getting started.



Executive Summary

“Coming together is a beginning; keeping together is progress; working together is success.”

Vincent Van Gogh

The relationships we continue to build with our communities across Gloucestershire are fundamental to delivering health and care services that are truly patient-centred, equitable and accessible. At Gloucestershire Hospitals NHS Foundation Trust, we believe that meaningful engagement and involvement are not separate from the work we do – they are central to how we listen, learn and improve.

This year, we have strengthened our commitment to ensuring that patient experience and community voice shape everything we do, working closely with patients, carers, colleagues and communities as equal partners in the design and delivery of services. Through these partnerships, we are gaining deeper insight into the diverse needs, experiences and challenges faced by our local population, particularly those who may face barriers to accessing care.

By working collaboratively with community groups, voluntary organisations and system partners, we have been able to develop more inclusive, culturally responsive and impactful approaches to engagement. This has enabled us to improve access to services, build trust, and ensure that the voices of our communities influence real change.

Executive Summary



James Brown

Director of Engagement,
Involvement and
Communications

We are proud of the strong partnerships we continue to build with communities, including those who are often seldom heard. Our collaborative approach has enabled us to reach more people across the county and create more opportunities for individuals to share their experiences in ways that are accessible and meaningful to them. Whether through community events, partnership working, or innovative digital platforms, we are continuing to enhance how people can get involved and influence our work.

Ultimately, our engagement and involvement activity supports the delivery of better care, improved experiences and stronger outcomes. By working in partnership, we can address inequalities, improve health outcomes and create more connected and resilient communities.

As we look ahead, we remain committed to strengthening our relationships with communities and embedding engagement as a core part of how we operate. We will continue to listen, learn and adapt, ensuring that the needs of our population are understood and responded to as they evolve.

We would like to extend our sincere thanks to all individuals, partners and organisations who have contributed to our engagement and involvement work this year. Together, we will continue to ensure that the voices of local people and communities remain at the heart of health and care decision-making in Gloucestershire.

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 neighbouring counties.

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.



GRH

**Gloucestershire
Royal Hospital**



CGH

**Cheltenham
General Hospital**



SMU

**Stroud
Maternity Unit**

Our vision

We have taken a fresh look at our vision and values. We believe the best care happens when it is compassionate, inclusive and responsive.

Our vision is simple, we want to:

Deliver the best care every day for everyone

Central to our vision is a refocus on delivery of our core services as an acute and specialist hospital provider and working as a good partner to deliver joined up care for the people of Gloucestershire.

We see getting the basics right across all our services as an essential part of achieving our vision.

Our values

The way we go about our work is as important as what we do. Our values guide our behaviour, whether with our patients, with one another or with wider stakeholders.

We have refreshed our values, which have been developed in partnership with our staff:

→ **We are Caring**

Always showing kindness and concern for others

→ **We are Compassionate**

Focusing on our relationships with others by listening, respecting and valuing their experiences

→ **We are Inclusive**

Ensuring everyone gets the care and support they need regardless of identity or background

→ **We are Accountable**

Taking personal responsibility for our actions, decisions and behaviours

These values sit alongside the wider NHS Values which all NHS employees are expected to uphold.

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.



**Colleagues
Patients
Communities**

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.

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 matters 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.

Community and patient partnerships

At the centre of our approach is a commitment to working alongside patients, carers and communities as equal partners in shaping services.

This reflects a shift towards co-production, where people are actively involved in influencing decisions and developing solutions. Over the past year, we have strengthened partnerships with VCSE organisations, Healthwatch Gloucestershire, faith and cultural groups, system partners and community leaders.

These partnerships enable us to:

- Reach underserved and seldom-heard communities
- Build trust and confidence in services
- Ensure engagement is inclusive and accessible
- Understand barriers to care

By working with trusted community networks, we are creating more meaningful and effective approaches to engagement.

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.

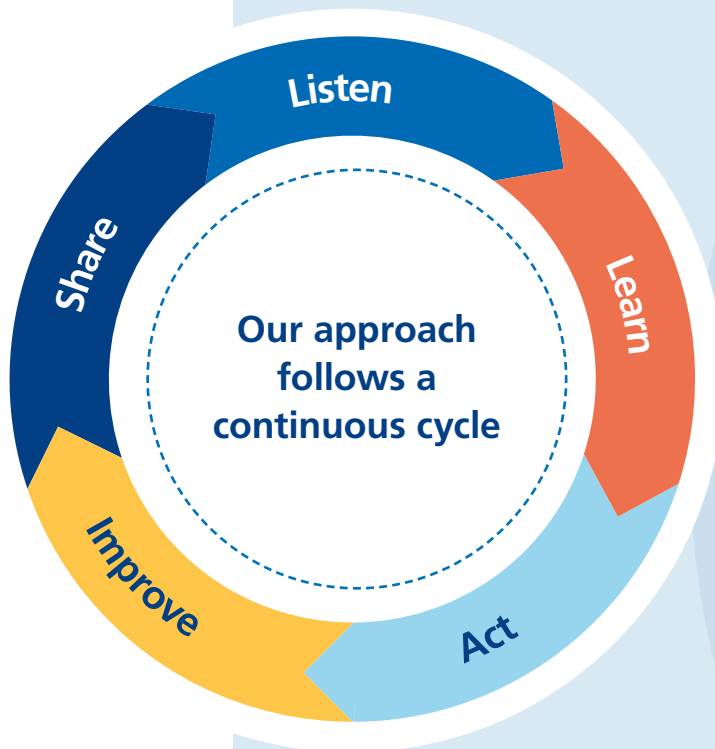
We also work closely with a wide range of diverse community organisations, including Inclusion Gloucestershire, Healthwatch and the VCSE Alliance to ensure we listen and understand the needs of our local population and to ensure we can shape services effectively.



Embedding patient experience and voice

A key principle of our work is that patient experience and community voice shape everything we do.

We have strengthened how feedback is used by embedding engagement into service improvement, using patient stories to inform decision-making, and co-designing services with communities.



This ensures engagement is part of everyday practice, not a one-off activity.

Partnership working plays a key role in addressing health inequalities and improving access to care.

Through collaboration with community organisations, we have engaged underserved groups, delivered targeted outreach, and improved access to culturally appropriate information. This includes work with refugee communities, faith-based initiatives such as Ramadan, and community wellbeing programmes.

These approaches ensure services are inclusive and reflective of the diverse communities we serve.

We continue to embed co-production across our work, including:

- Partnership work with Mindsong on dementia resources
- Youth-led service improvement through Young Influencers
- Delivery of community health awareness initiatives

Combining clinical expertise with lived experience helps create services that are more effective and sustainable.

Embedding patient experience and voice



An introduction to Gloucestershire

An introduction to Gloucestershire

Gloucestershire is a county of contrasts, combining areas of outstanding natural beauty with communities facing deprivation and rural isolation. From ancient forests and iconic rivers to vibrant towns and villages, these diverse environments shape how people live, access services and experience health and wellbeing.

The county is also increasingly diverse, with over 100 languages spoken across a mix of rural and urban communities. This diversity is reflected within Gloucestershire Hospitals NHS Foundation Trust, where more than 9,000 colleagues from over 795 nationalities bring a wide range of skills, experiences and cultural understanding to the care we provide.

As a key local anchor institution, the Trust recognises its responsibility to work in partnership with communities and organisations across Gloucestershire. By building strong relationships and working collaboratively, we aim to improve health outcomes, reduce inequalities and ensure services are accessible and responsive to local needs.

Through these partnerships, we are better able to understand the communities we serve and deliver care that reflects their needs and experiences.



Our Trust in numbers

£2.3m

Average daily Trust spend



39k

patients admitted to a bed via our EDs per year



585

procedures performed by our 4 robots per year



165k

patients attending our Emergency Departments per year



2.3k

number of research participants per year



120

number of research studies per year



544k

Radiology images and scans per year



2

number of air ambulance arrivals per year



856

number of beds in our hospitals



182k

video and telephone appointments per year



867k

outpatient attendances per year



43k

cancer referrals per year



91

number of organs retrieved for transplants in 25/26



3.1m

diagnostic tests per year



669k

population of Gloucestershire, 2023



5.1k

Average births per year



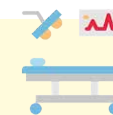
29k

Children seen by the Paediatric team per year



33

number of operating theatres in our hospitals



56k

patients treated in our SDEC units per year



900k

meals prepared for patients and staff



36k

Ambulance attendances per year



1.5m

items of post



38k

planned operations per year



Working with our partners, places and communities

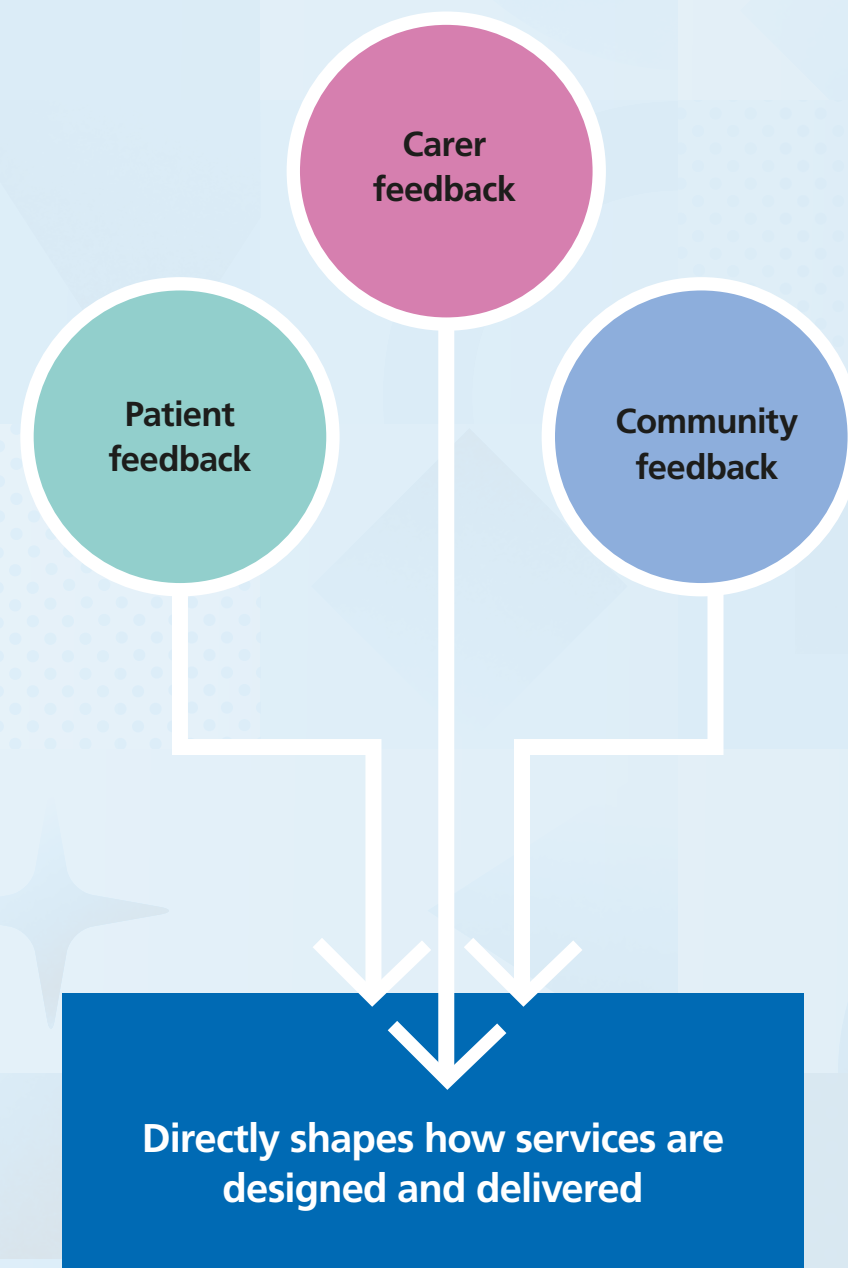
We work closely with partners across the One Gloucestershire Integrated Care System (ICS) to deliver joined-up, person-centred health and care services. This collaborative approach supports the Trust Strategy commitment to working in partnership with patients, carers and communities to shape services and improve outcomes.

Understanding what matters most to our communities is central to delivering the Best Care for Everyone. Gloucestershire has diverse rural, urban and cultural populations, each with different needs and experiences. We are committed to ensuring that patient voice and lived experience inform decision-making, so services remain inclusive, accessible and responsive.

Our partnerships with the Voluntary, Community and Social Enterprise (VCSE) sector, Healthwatch Gloucestershire and wider system partners are essential in helping us reach communities, particularly those who may experience barriers to accessing care.

Through these partnerships, we can:

- Reach underserved and seldom-heard groups
- Build trust and strengthen relationships
- Improve access to services and information
- Develop culturally appropriate and inclusive approaches



How people get involved

People can contribute in several ways, including:

Governors
and Trust
Membership

Get Involved
platforms

VCSE
partnerships
and Young
Influencers

Feedback
channels (FFT,
Care Opinion,
PALS)

Community
events, social
media and
patient stories

Trust Board
and Annual
Members
Meetings

These opportunities enable a wide range of voices to influence health and care across Gloucestershire.

Strengthening engagement, impact and outcomes

We continue to improve engagement by increasing accessibility and combining digital and face-to-face approaches.

Our Community Engagement Tracker helps us monitor activity, understand priorities, identify gaps and support evidence-based decisions.

Between April 2025 and March 2026, we engaged over 7000 people through 42 activities, leading to improved access to information and services, increased use of VCSE support, better appointment attendance and stronger community relationships.

We will continue using feedback and data to refine our approach, ensuring services reflect local needs and reduce inequalities.



Case studies

1. Codesigning the Trust Strategy
2. Spotlight on impact: working in partnership with communities – Mindsong Collaboration
3. Strengthening youth voice and leadership (Young Influencers programme)
4. Community volunteers recruited to talk to young people about organ and tissue donation
5. Leadership visibility and community voice
6. 16 days of action against domestic abuse and partnership working
7. Refugee Week 2025 and community partnerships
8. Ramadan engagement and Iftar events
9. Experience-based co-design improvement project – Maternity Triage
10. Diabetes awareness – Jewish community
11. Neonatal and Maternal Mortality Reviews Update

1 Codesigning the Trust Strategy

BRIEF DESCRIPTION

This report summarises engagement and involvement activity delivered during 2024–2025 to support service improvement and delivery of the Trust Strategy (launched November 2025).

Our approach reflects the Trust’s commitment to putting patients, carers and communities at the heart of everything we do, ensuring services are shaped by lived experience and responsive to local need.

Engagement took place across Gloucestershire in hospitals, community settings and online, supporting the strategic ambitions to:

- Deliver “the best care for our people”
- Tackle “inequalities and improve access”
- Strengthen “partnership working with our communities”

We also worked proactively with community partners to ensure engagement was inclusive, representative and accessible.

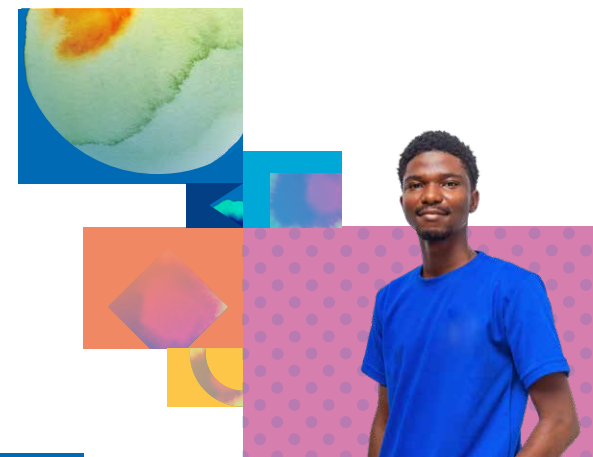
Who did we speak to?

We spoke to over 2000 people and diverse range of people, including:

- Patients, families and carers with recent experience of our services
- Members of the public across Gloucestershire
- Community and voluntary sector organisations
- Young people, including our Young Influencers group
- People from underserved and seldom-heard communities
- Trust staff and clinical teams
- System partners across health and care

In line with the Trust Strategy priority to ‘reduce health inequalities’, we prioritised engagement with people who:

- Experience barriers to accessing care
- Have poorer health outcomes
- Are less likely to engage through traditional methods
- Bring lived experience of specific services



1 Codesigning the Trust Strategy

What and how did we ask?

We used a wide range of engagement methods to ensure people could share their views in ways that worked for them:

- Community outreach and listening events
- Surveys (online and paper-based)
- Focus groups and co-design workshops
- Online engagement platforms and forums
- Social media activity, including Facebook Live sessions
- Partnership-led engagement through voluntary and community organisations
- Targeted work with specific groups (e.g. young people, culturally diverse communities)

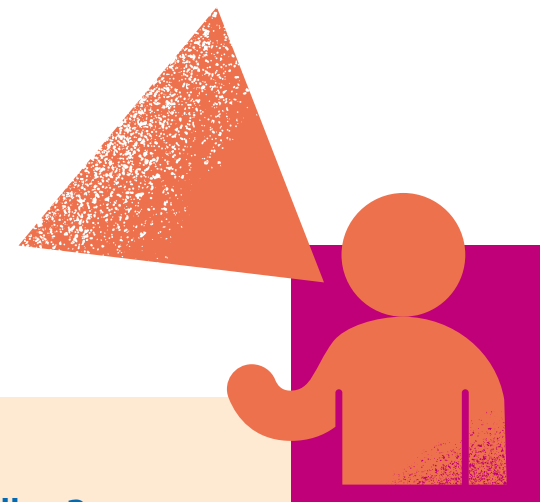
This approach supports the Trust's ambition to "improve access, experience and participation".



What did people tell us?

Across engagement activity, people told us that:

- Communication about services is not always clear or easy to understand
- They want to feel "listened to, respected and involved" in decisions about their care
- Waiting times and access to services remain a key concern
- Services can feel fragmented and difficult to navigate
- Care should be more "culturally appropriate and inclusive"
- Digital services are helpful, but alternatives must remain available



1 Codesigning the Trust Strategy

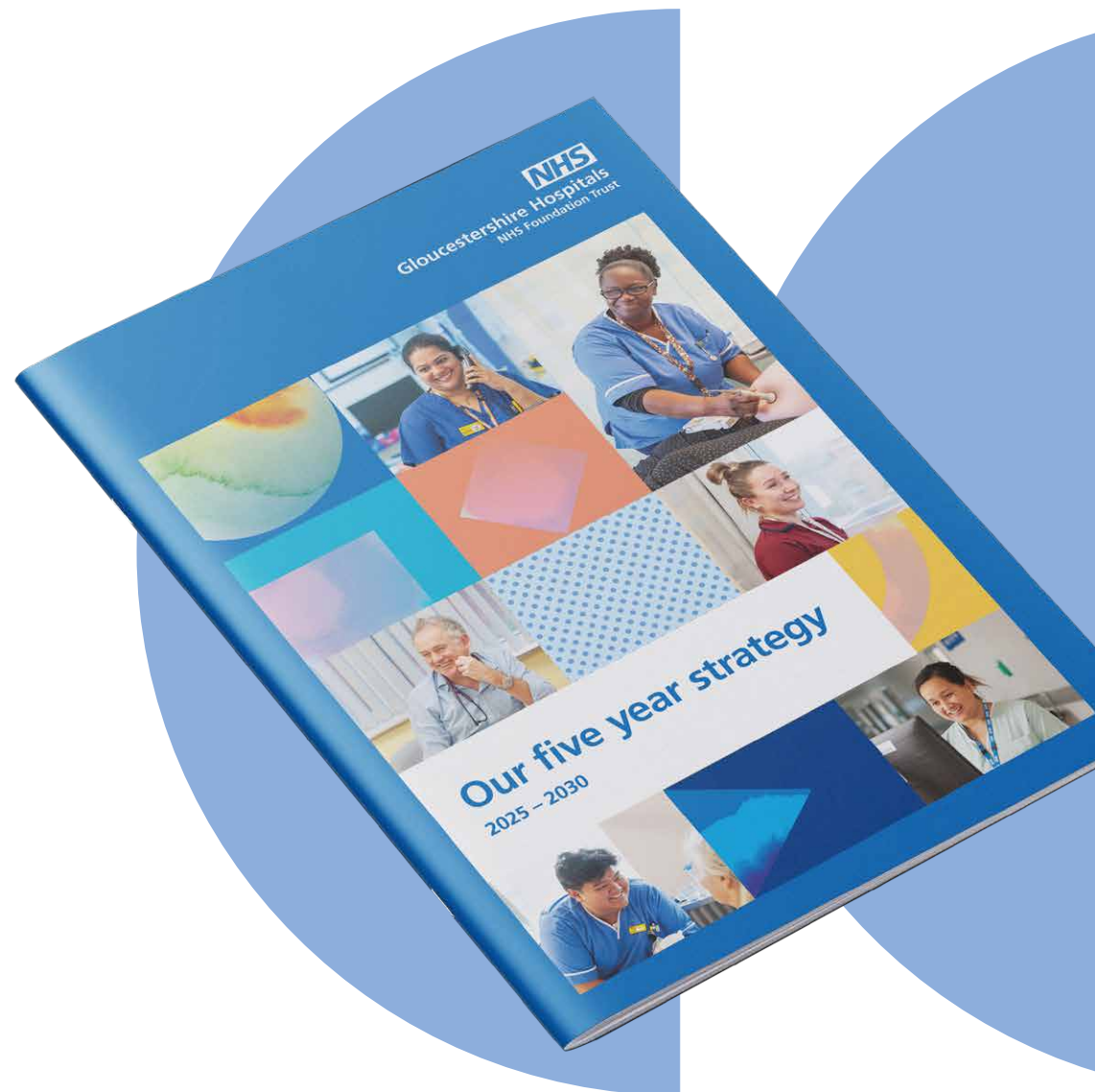


What did people tell us mattered most to them?

Key themes that mattered most to people included:

- Person-centred care – being treated as individuals
- Equity of access – fair access regardless of background
- Continuity and coordination of care
- Clear, timely communication
- Trust and transparency
- Opportunities to influence services and see change happen**

These priorities directly support delivery of the Trust Strategy commitments to quality, inclusion and partnership.



1 Codesigning the Trust Strategy

What did we do?

To respond to what we heard, we:

- Embedded “co-production approaches” in key programmes and service redesign
- Strengthened relationships with community and voluntary sector partners
- Improved the clarity and accessibility of patient information
- Increased targeted outreach to underserved groups
- Expanded digital engagement while maintaining inclusive offline options
- Supported staff to build confidence and capability in engagement and inclusion

As a result of this work:

- Service improvements have been shaped by patient and community insight
- Engagement has reached a broader and more diverse audience
- Changes have been made to improve access, communication and experience
- Feedback is increasingly influencing decision-making and service design
- Engagement and involvement are becoming embedded as ****core business****

Further information is available at:

You can access the full strategy:

[🔗](#) GHNHSFT Strategy 2025–2030 and a supporting summary version.

You can also explore the Strategic Framework in the one-page snapshot of our vision, values, and priorities: [Strategic Framework](#)

2 Spotlight on impact: working in partnership with communities – Mindsong Collaboration

BRIEF DESCRIPTION

This year has seen a significant strengthening of our partnership with Mindsong and local communities. Mindsong is a Gloucestershire charity that specialises in providing music-based services for people with a dementia and their families. Several of these services are commissioned and funded by the ICB, recognising that music and sound are some of the most powerful tools in dementia care. Music offers a stimulus to the brain which is like no other and helps people to stay connected with memories and life experiences, as well as with family, community, faith and culture.

Building on the success of Sounds of the Soul (co-created with the South Asian Muslim community in 2025), we expanded this approach by working closely with the Hindu community in Cheltenham and Gloucester to develop the Sangeet Memory Box—a culturally meaningful resource rooted in music, memory and lived experience.

This work reflects the importance of sustained, relationship-based engagement, where community insight directly informs care and service development.

Who did we speak to?

We worked closely with:

- People living with dementia and their families
- Members of the South Asian Muslim and Hindu communities
- Community leaders and groups
- Mindsong
- Adult Social Care and Memory Teams at Gloucestershire Health and Care NHS Foundation Trust

Audience and why them?

We focused on culturally diverse communities who may experience barriers to accessing dementia support.

This approach ensured that services and resources are inclusive, culturally relevant and shaped by lived experience, aligning with the Trust's commitment to reducing health inequalities and improving access.

2 Spotlight on impact: working in partnership with communities – Mindsong Collaboration

What and how did we ask?

Engagement was relationship-based and ongoing.

We:

- Visited community settings regularly
- Held informal conversations with families and community members
- Listened to personal stories and experiences of dementia
- Explored the cultural significance of music, memory and storytelling



What did people tell us?

- People shared that music plays a powerful role in:
- Unlocking long-term memories
- Evoking emotion and identity
- Strengthening connections with family and culture

They highlighted the importance of dementia support that reflects their cultural beliefs, traditions and lived experiences.

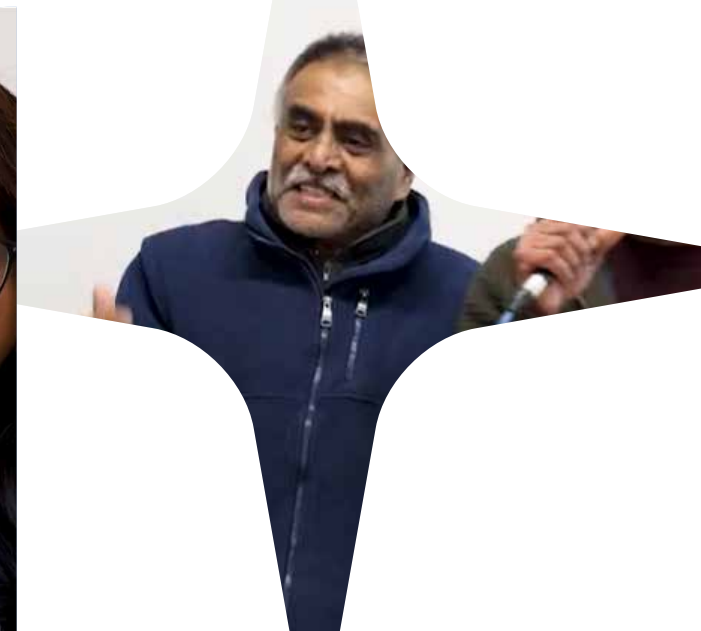
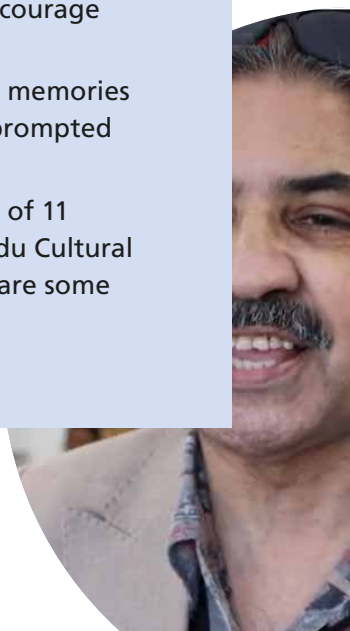
- What did people tell us mattered most to them?
- Feeling understood and represented in services
- Maintaining identity, culture and memory
- Supporting family connections across generations
- Access to culturally meaningful resources



2 Spotlight on impact: working in partnership with communities – Mindsong Collaboration

What did we do?

- Working as a team with Mindsong and Adult Social Care, we made regular visits to the Hindu Elders and Carers Support group in Cheltenham.
- We invited them to share with us their favourite music. Listening together as a group, we used online streaming platforms to identify the most important and significant tracks for this group of people, based on their memories and life experiences. We also invited them to share in music-making with simple instruments and singing culturally familiar songs together to encourage interaction, spontaneity and self-expression.
- We supported free-ranging discussions, shared memories and documented people's stories which were prompted by the music.
- Together with the group we created a shortlist of 11 tracks. We then consulted members of the Hindu Cultural Association in Gloucester who were keen to share some further choices with us.



2 Spotlight on impact: working in partnership with communities – Mindsong Collaboration

This work demonstrates how partnership working between the NHS, communities and voluntary organisations can create more inclusive, compassionate and effective services.

As a result of this work:

- Co-created the Sangeet Memory Box – an online resource for people of Hindu background and culture containing links to 17 tracks including devotional music, Bollywood soundtracks and meditative chants.
- Developed a culturally meaningful resource tailored to community needs
- Strengthened inclusive dementia care pathways
- Improved engagement with diverse communities
- Supported individuals and families through creative, person-centred approaches

Find out more here:

Sangeet Memory Box:

www.mindsong.org.uk/sangeet-memory-box/

Find out more:

www.mindsong.org.uk/sangeet-memory-box/

Listen here:

www.bbc.co.uk/programmes/p001z6bm

3 Strengthening youth voice and leadership (Young Influencers programme)

BRIEF DESCRIPTION

The Trust Young Influencers programme creates a dedicated space for young people aged 14–22 to shape the Trust’s work and ensure their perspectives genuinely inform our decisions. Meeting monthly, either in person or online, the group has continued to grow in both size and strength over the past year. Together, members share insights that help strengthen services across the Trust and work with partner organisations to build connections and extend the Trust’s reach within the wider community.



Who did we speak to?

The Young Influencers spent the last year building strong connections across the community and within the Trust.

They engaged with children and families at the Refugee Week Picnic in Gloucester in June 2025, where they acted as a welcoming presence, as well as at the No Child Left Behind event in Cheltenham in August 2025, where they gave out over 200 glitter tattoos and gathered questions from the community about working in the hospital. They enabled local primary school pupils to share handwritten thank you messages with hospital staff, strengthening morale and celebrating their dedication, alongside connecting with hundreds of staff, patients, and visitors, inviting them to add their fingerprint to a lion sculpture as part of the Cheltenham and Gloucester Hospital Charities Lions at Large fundraising project. The finished sculpture now stands in the Children’s Ward as a symbol of everyone connected to the hospital and the community the Trust serves.

3 Strengthening youth voice and leadership (Young Influencers programme)

What and how did we ask?

- Young Influencers focus on sharing their own opinions and experiences as well as inviting honest feedback from peers to help shape services across the Trust. At community events, they asked children, families, and young people about their questions or worries about coming to the hospital, and what would help them feel more confident during their visit. They ask this through surveys or face-to-face discussions.
- Inside the Trust, they asked hospital teams what support they needed from young people to improve resources, environments, and communication tools. They explored how information for young patients could be clearer and how spaces could feel more welcoming.



What did people tell us?

Young Influencer members told us they take part because they recognise the difference their voices can make when they are genuinely listened to. They feel proud to represent the Trust and value having a space where they can speak openly, share honest views, and know their contributions are taken seriously.

Hear more from members directly here:

[🔗 Young Influencer: Questions and answers](#)



3 Strengthening youth voice and leadership (Young Influencers programme)

What did we do?

- Over the past year, the Young Influencers have continued to play an active role in shaping services across the Trust by responding to feedback requests from a wide range of hospital teams. They contributed to artwork design for new adult changing spaces at Cheltenham Hospital and Gloucestershire Royal Hospital, reviewed workbooks for young people with diabetes, provided input on handbooks for young carers, and, alongside the Patient Experience Team, took part in a PLACE review of the Children's Ward. Their digital filming project in the Children's Ward also continued to grow, producing new videos that explain food options, show bedspaces, and introduce the playroom to help young people feel more at ease.
- This year also saw the development of the group's Celebrating Languages project. With the support of the hospital charity, the Young Influencers helped introduce a badge-making initiative that produces "Hello" badges for staff who speak additional languages. These badges celebrate the many languages represented within the Trust and make it easier for staff, patients, and visitors to identify colleagues who share a common language, helping people feel welcomed, understood, and supported.
- Beyond the hospital, members represented the hospital and two youth empowerment events as part of the Trust's commitment to the Power of Youth Charter, attended a Gloucester County Council feedback session exploring how outdoor spaces can support public health, and participated in the winter flu campaign to promote vaccination among young care workers. This year also marked the launch of the first Young Influencers School Hub, an important step towards creating a network of hubs within Secondary Schools that will enable many more young people to share their views and influence decision-making across the Trust.
- We also held our first annual Young Influencers Award and Recognition Event, bringing together friends, family, and hospital staff to celebrate their achievements and thank them for their dedication to improving services for the community.



4 Community volunteers recruited to talk to young people about organ and tissue donation

BRIEF DESCRIPTION

We recruited 19 volunteers from across Gloucestershire who will be visiting schools to talk about their experiences of organ and tissue donation.

In January 2026 the Trust sought help from the local community to find patients, families and members of the public with lived experience to engage with young people and raise awareness about the lifesaving gift of organ and tissue donation.

There are 8,000 people waiting for a transplant across the United Kingdom and one person dies every day because they did not get the transplant they so badly needed.

Who did we speak to and why?

Double transplant recipient Adrian Heeley has already delivered a presentation to year 10 students at Balcarras School, Cheltenham alongside Clinical Lead for Organ Donation, Marcin Pachucki and Chair of the Organ Donation Committee, Ian Mean.

It is hoped that young people will have conversations about organ donation with their families and confirm their decision on the Organ Donor Register.



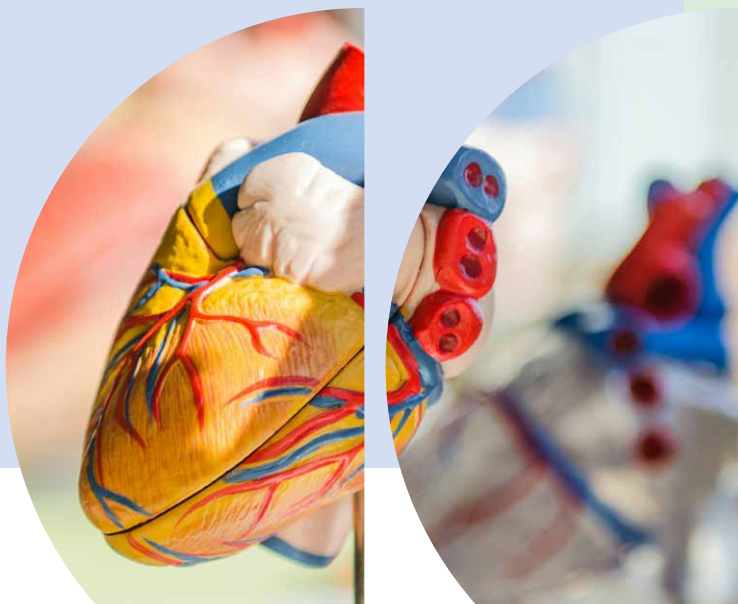
4 Community volunteers recruited to talk to young people about organ and tissue donation

What did we do?

- The volunteers participated in a welcome meeting at Gloucestershire Royal Hospital in February 2026. Members of the Organ Donation Committee listened as each volunteer shared their experience.
- Volunteers will form a special sub-committee supporting the Trust in raising awareness in schools, community groups and at public events, encouraging conversations about organ donation and promoting the gift of life.

Feedback from members highlights the importance of being genuinely heard:

- Young people told us they value having a space where their voices matter and where they can influence real change across the Trust.
- This work demonstrates our commitment to building youth-informed services and empowering the next generation of community leaders.



5 Leadership visibility and community voice

BRIEF DESCRIPTION

As part of strengthening transparency and connection with our communities, the Trust has also begun developing new ways to share engagement work more openly.

This includes a Community Engagement Vlog featuring the Trust CEO, showcasing real conversations with communities, highlighting lived experiences, and demonstrating how feedback directly informs decision-making.

This approach supports greater visibility, accountability and trust between the Trust and the populations we serve.

Across all areas of work, a consistent theme has emerged: strong partnerships, authentic listening, and co-creation with communities lead to better outcomes.

Whether through culturally responsive dementia support, youth-led service improvement, or strengthened VCSE collaboration, our engagement work continues to ensure that services are shaped by the people who use them.



“By working alongside local communities and partners, we are creating services that are inclusive, meaningful and rooted in real human connection.”

6 16 days of action against domestic abuse and partnership working

BRIEF DESCRIPTION

As part of the 16 Days of Action Against Domestic Abuse, we worked collaboratively with partners across Gloucestershire through the newly formed Local Engagement Against Domestic Abuse (LEAD) network.

A coordinated programme of events created space for open, community-led conversations, helping to raise awareness and explore the realities of domestic abuse across different communities. This work highlighted the importance of partnership approaches in understanding both visible and hidden barriers to support, particularly where culture, family, and lived experience intersect.



Who did we speak to and why?

We engaged with victims and survivors, migrant and minority ethnic communities, faith groups, frontline professionals, and partner organisations.

This inclusive engagement enabled us to hear directly from those with lived experience, while also capturing insights from those supporting individuals across health, community, and specialist domestic abuse services.

“Victims like myself who face multiple barriers are not seen or heard.”

6 16 days of action against domestic abuse and partnership working

What and how did we ask?

Engagement took place through:

- Community conversations and listening opportunities during the 16 Days of Action
- Partnership events and workshops
- Informal discussions within trusted community settings
- Learning from the Domestic Abuse Needs Assessment
- The programme of activity created multiple entry points for discussion, enabling people to speak openly in ways that felt safe and accessible.



What did people tell us?

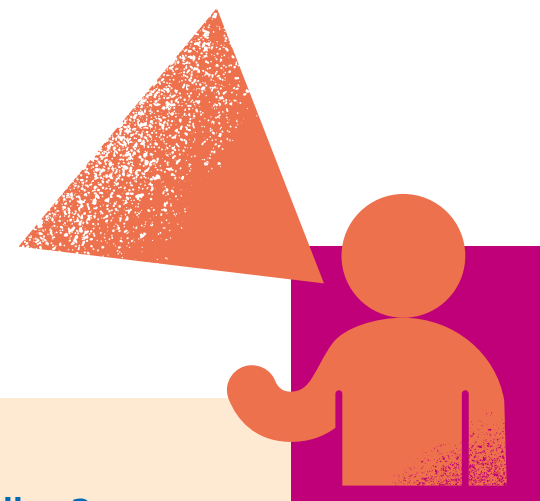
Participants consistently shared that disclosing domestic abuse is complex and deeply personal. Feelings of shame, fear, and judgement can prevent people from seeking support, regardless of background.

For some communities, these experiences are further layered by stigma, family expectations, and uncertainty about services, making disclosure even more difficult.

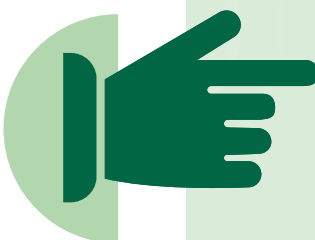
“Silence becomes survival.”

“It can be difficult to know who to confidentially speak to within your own community.”

There was also a strong message that abuse is often misunderstood, normalised, or hidden, which can delay recognition and access to support.



6 16 days of action against domestic abuse and partnership working



What did people tell us **mattered most to them?**

- Feeling safe, believed, and not judged when speaking up
- Access to clear, culturally relevant information
- Trust in services and confidence in confidentiality
- Support that understands family and community dynamics without excusing harm
- Having choice and control over decisions

“To be believed without judgement.”

“Leaving abuse is not just leaving a person — it can mean losing your entire world.”

“Small moments of understanding from professionals can change outcomes.”



6 16 days of action against domestic abuse and partnership working

What did we do?

Through partnership working, we:

- Created safe, inclusive spaces for conversations about domestic abuse
- Shared accessible, culturally informed information
- Strengthened relationships between health services, community organisations, and specialist providers
- Promoted trauma-informed and culturally aware approaches
- Used insights to better understand how trust is built when people access services
- This work also reinforced the importance of listening to lived experience to challenge assumptions and shape more effective responses.

As a result of this work:

- Strengthened partnership working and shared understanding across sectors
- Identified gaps in awareness, access, and service provision
- Improved understanding of how victims experience and navigate support systems
- Increased visibility of available services within communities
- Recognised how crucial and fragile trust is for those seeking help

This ongoing partnership has provided a stronger foundation for future work, ensuring that services continue to be shaped by community insight and lived experience. It also reinforced the importance of working with communities to build trust and improve access, rather than relying on traditional approaches alone.

7 Refugee Week 2025 and community partnerships

BRIEF DESCRIPTION

Refugee Week 2025 in Gloucester was a vibrant, cross-sector programme celebrating inclusion, belonging, and the city's identity as a place of sanctuary. Delivered in partnership with Gloucester Guildhall, the City Council, NHS partners, and grassroots organisations, the programme combined arts, culture, and health to support refugee and asylum-seeking communities.

Gloucester's work was nationally recognised through Stories of Change, with the city highlighted as one of only three locations across the UK for its innovative, community-led approach and impact. The programme demonstrated how a city can come together to create a shared sense of belonging and pride.

"Through Refugee Week, Gloucester has found a new story: as a port of welcome and a place of diversity in which all cultures are celebrated."

Who did we speak to and why?

We engaged with refugees, asylum seekers, migrant communities, local residents, young people, volunteers, artists, and partner organisations including GARAS, ESOL providers, and community networks.

This broad engagement ensured we heard both lived experiences and wider community perspectives, strengthening mutual understanding and shared ownership.

"Personally, I feel heard...
it allowed me to grow."

Community participant / artist



7 Refugee Week 2025 and community partnerships

What and how did we ask?

Engagement took place through creative and accessible approaches, including:

- NHS Listening Benches in community settings
- Informal conversations during events and activities
- Large-scale events such as the Celebration of Belonging Picnic
- Arts-based engagement, including the Moonlit Arrival installation
- Workshops, volunteering, and school sessions
- These approaches created safe, welcoming spaces where people could connect and share their experiences naturally.



“Sometimes the simplest methods are the best... it became a place where people could connect.”

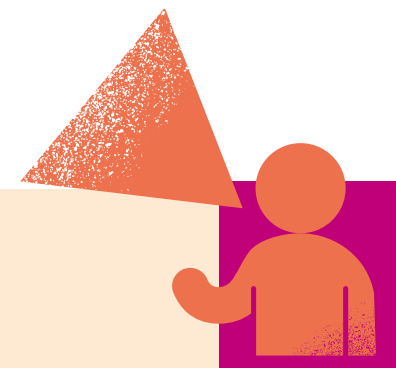
What did people tell us?

Participants shared that navigating healthcare, and wider support systems can be complex and overwhelming, particularly for those new to the UK. Experiences of isolation and uncertainty were common.

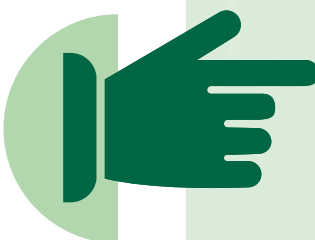
However, people consistently described the positive impact of coming together through Refugee Week activities — creating opportunities for connection, visibility, and shared understanding.

“It was wonderful to witness... there was a space for everyone.”
– NHS Young Influencer

“Hearing ‘hello’ in so many different languages was awe-inspiring.”



7 Refugee Week 2025 and community partnerships



What did people tell us mattered most to them?

- Feeling welcomed, safe, and valued
- Opportunities to connect across cultures
- Accessible, culturally relevant health information
- Being included and able to contribute
- Removing barriers such as cost and accessibility

“To be completely inclusive there needed to be no barriers to the gathering.”

“It’s a reminder that we are never truly alone, and we are all far more alike than we think.”

What did we do?

We worked collaboratively with partners to:

- Deliver culturally appropriate health information in trusted spaces
- Embed NHS engagement within community-led events
- Support trauma-informed training and approaches
- Enable refugees and asylum seekers to actively participate in volunteering and delivery
- Contribute to creative and cultural activities that supported wellbeing and storytelling

“This year showed us what’s possible when we listen, build relationships and work with people rather than simply doing things for them.”



7 Refugee Week 2025 and community partnerships

“What began...
has evolved into
a vibrant, year-
round ecosystem”

Refugee Week National Producer

“Everyone coming
together as a whole
community has never
happened before
in Gloucester. But
through Refugee
Week, we did.”

As a result of this work:

- Strengthened partnerships across sectors
- Built trust with communities who may previously have felt excluded
- Increased awareness and understanding of NHS services
- Shifted approaches towards genuine co-production
- Contributed to a wider cultural shift in Gloucester as a welcoming and inclusive city

The programme also supported increased volunteering from refugee communities, stronger community connections, and a more coordinated response to challenges.

Find out more here:

[🔗 Stories for change](#)

8 Ramadan engagement and Iftar events

BRIEF DESCRIPTION

Creating inclusive spaces for Muslim staff and raising awareness across the Trust.

Who did we speak to?

Muslim colleagues and wider staff community.

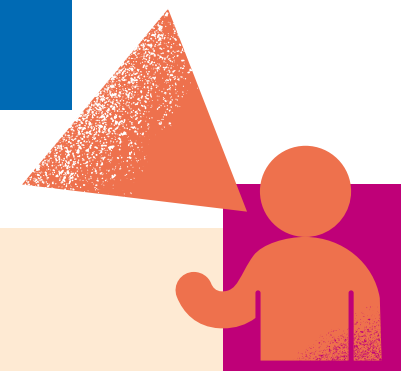
What and how did we ask?

- Informal engagement through drop-in sessions and shared spaces.



What did people tell us?

- Inclusive environments improve connection and understanding.



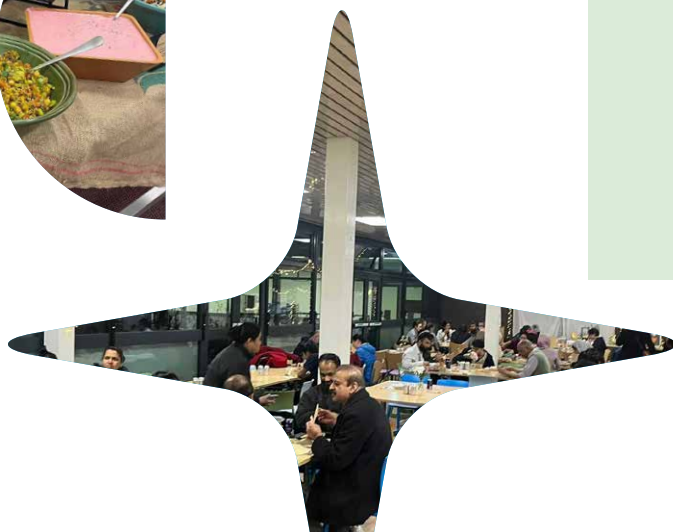
8 Ramadan engagement and Iftar events

What did we do?

- Introduced Ramadan spaces across hospital sites.
- What did we do as a result?
- Strengthened inclusion and staff wellbeing.

What did people tell us mattered most to them?

- Feeling supported at work
- Cultural awareness



9

Experience-based co-design improvement project – Maternity Triage

BRIEF DESCRIPTION

Feedback from the Friends and Family Test (FFT) identified Maternity Triage as an area where improvements would enhance patient experience. In response, an Experience Based Co-Design (EBCD) approach was initiated in September 2025.

The project brings together patients, partners, staff, and community stakeholders to collaboratively design improvements to the service over a 12-month period. This approach focuses on understanding lived experiences and using these insights to shape meaningful, sustainable change across the service.



Who did we speak to and why?

We engaged with:

- Women accessing Maternity Triage and their partners
- Patients, carers, and relatives
- Maternity staff, including the Triage team and Matron
- Community groups and representatives from the Maternity and Neonatal Voices Partnership (MNVP) and Gloucestershire Maternity Action Group (GMAG)
- Internal teams including Digital and Health Inequalities
- This wide-ranging engagement ensured that both lived experience and staff perspectives informed the development of improvements.

9 Experience-based co-design improvement project – Maternity Triage

What and how did we ask?

A range of engagement methods were used to gather insight, including:

- Direct observations and conversations within the Triage environment
- In-depth interviews with patients and staff
- Staff engagement activities and department-based feedback exercises
- Community engagement events and attendance at local groups
- A joint co-design workshop bringing together patients, community representatives, and staff
- Use of video and audio, including patient experience films and staff experience clips
- These approaches enabled people to share their experiences in different ways, creating a rich and detailed understanding of the service.

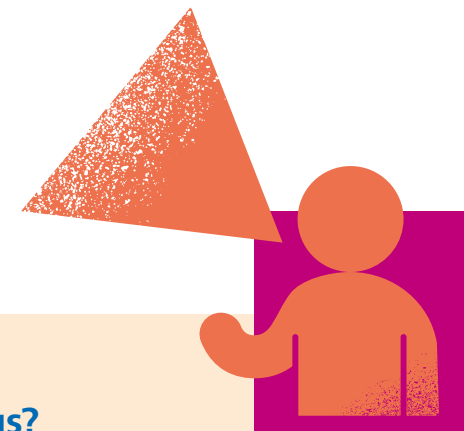


What did people tell us?

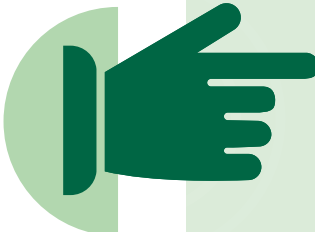
Participants shared both positive and challenging experiences of Maternity Triage. While many valued the care provided, they highlighted inconsistencies in communication, long waiting times, and environmental challenges within the unit.

Patients described uncertainty about what to expect and difficulties accessing or navigating the service, particularly at night. Staff highlighted pressures linked to staffing levels, space constraints, and changes in clinical processes which can impact waiting times.

There was also a shared recognition that experiences can feel overwhelming, particularly when people are anxious or in unfamiliar surroundings, making clear communication and reassurance essential.

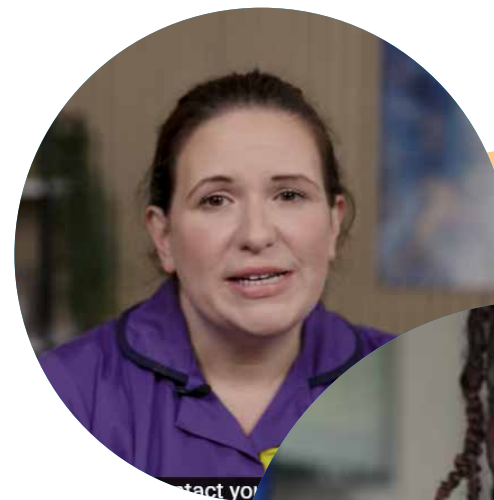


9 Experience-based co-design improvement project – Maternity Triage



What did people tell us mattered most to them?

- Clear and consistent communication about what to expect and waiting times
- Feeling safe, reassured, and supported throughout their visit
- Understanding their care plan and next steps
- A comfortable, accessible, and well-designed environment
- Visible, approachable staff and opportunities to ask questions
- Participants also valued opportunities to work directly with staff to shape improvements, highlighting the importance of being listened to and involved.



9 Experience-based co-design improvement project – Maternity Triage

What did we do?

Working collaboratively with stakeholders, we have:

- Developed a patient information film: “Welcoming you to Maternity Triage, Your Care, Our Priority”, to support understanding before attending
- Introduced colour-coded triage cards to clearly communicate urgency, care plans, and expected waiting times, translated into the five most commonly spoken languages
- Recruited and embedded volunteers within the Triage environment to provide additional support and reassurance
- Improved signage and information within waiting areas, including practical information about facilities
- Held a joint co-design workshop, identifying three priority themes:
 - Staffing and Training
 - Environment
 - Communication
- Begun environmental improvements, with plans to continue co-design with community representatives
- Strengthened relationships and communication channels with MNVP, GMAG, and community partners

As a result of this work:

- Established a strong foundation for ongoing co-design and continuous improvement
- Improved patient understanding and experience through clearer information and communication tools
- Enhanced support within the Triage environment through volunteer involvement
- Built stronger, more collaborative relationships between staff and the community
- Identified clear priority areas for improvement, with work now progressing across all themes

Importantly, this work has helped to rebuild trust and create open, constructive dialogue between services and the communities they serve. Patients and partners reported valuing the opportunity to work alongside staff and contribute to shaping the future of the service.

Find out more here:

[🔗 Maternity Triage Film:](#)

10 Diabetes awareness – Jewish community

BRIEF DESCRIPTION

A targeted health education session supporting diabetes awareness.

Who did we speak to?

Members of the Jewish community.

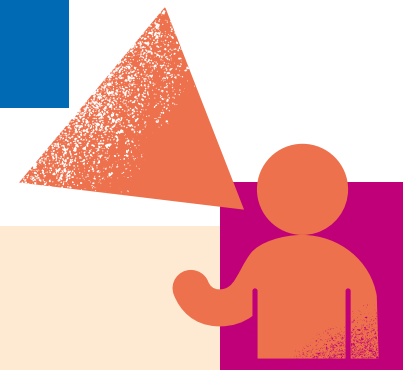
What and how did we ask?

- Interactive education session with healthcare professionals.

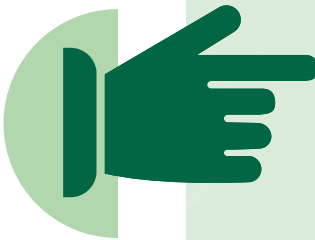


What did people tell us?

- There is a need for culturally tailored health information.



10 Diabetes awareness – Jewish community



What did people tell us mattered most to them?

- Early detection
- Practical lifestyle advice

What did we do?

- Delivered culturally appropriate education.

What did we do as a result?

- Improved awareness and strengthened community relationships.

“A Jewish lady, who could not attend the session on Breast Cancer Awareness for Jewish people, was however, prompted to arrange a breast screening for herself since it had been too long since her last investigation. She had the test and was, to her surprise, recalled. She has a treatable lesion. If left for any longer than that, she was told, it would not be the case.

Keep up the good work!

Best wishes

Jenny”



11

Neonatal and Maternal Mortality Reviews (September 2025)

BRIEF DESCRIPTION

Maternity services at the Trust have undergone significant scrutiny in recent years, including CQC inspections (2022 and 2024) and a BBC Panorama programme (January 2024), highlighting concerns around care and patient experience.

In response, and to ensure continuous improvement, the Trust commissioned two independent reviews of maternal (2017–2023) and neonatal deaths (2020–2023). As part of our commitment to openness and transparency, we engaged bereaved families ahead of the public release of the reports.

Who did we speak to and why?

We engaged with:

- Bereaved families of seven maternal deaths and 44 neonatal deaths were included in the reviews
- Maternity and neonatal clinical teams are involved in supporting engagement



11 Neonatal and Maternal Mortality Reviews (September 2025)

What and how did we ask?

A range of engagement methods were used to gather insight, including:

- Families were contacted via a written letter from the Chief of Service, carefully chosen as the least distressing method.
- Letters explained the reviews, the possibility of media coverage, and invited families to make contact at a time of their choosing
- Contact details were provided for the Maternity and Neonatal Independent Senior Advocate for independent, confidential support
- Information was made accessible through translated letters and reports, and FAQs in the top 10 languages

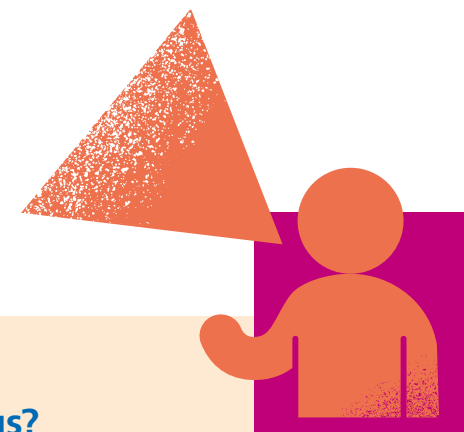


What did people tell us?

Families fed back that, although difficult, receiving a letter was preferable to an unexpected phone call.

Some families chose to engage in further discussion with clinical teams, while others did not wish for additional contact.

Staff found the process challenging, but valued the importance of openness and ensuring families were informed and supported.



11

Neonatal and Maternal Mortality Reviews (September 2025)

What did we do?

- Adopted a trauma-informed approach, giving families choice and control over engagement
- Sent letters by recorded delivery and followed up sensitively where appropriate
- Provided options for families to opt out of further contact
- Ensured accessibility through translation and inclusive communication approaches
- Published review findings and recommendations on the Trust's website
- Developed and shared frequently asked questions (FAQs) to support wider understanding following media coverage

Find out more here:

- [🔗 Neonatal and Maternal Mortality Reports: September 2025](#)
- [🔗 Neonatal and Maternal Mortality reviews: Frequently Asked Questions \(FAQs\)](#)

How we work with communities throughout the year

How we work with communities throughout the year

Our approach to Engagement and Involvement is continuous, relationship-driven, and built on trust. Rather than one-off activities, our work follows a year-round cycle of engagement, involvement, co-production, and learning, ensuring that community insight directly informs service development and delivery.

We organise our work into four interconnected pillars that demonstrate how engagement happens in practice and how impact is achieved over time.

Community engagement: reaching people where they are

We proactively meet communities in familiar and accessible settings, ensuring health information, prevention messages and NHS services are visible and inclusive.

This includes attending community events, outreach via the NHS Bus, and working alongside partners to promote health awareness and early intervention.

Examples include:

- Cultural and community celebrations such as the Sri Lankan New Year, the Polish Heritage Day, the Philippines Day and the Jamaica Day
- Community-based health promotion and awareness activities
- Multi-agency outreach events with system partners

Impact:

- This approach helps us build trust, improve access to health information, and reach communities who may not traditionally engage with health services.

Involving communities: listening, co-design and shared decision-making

We create structured opportunities for communities to influence decision-making, ensuring their voices shape services, environments and future priorities.

Key examples include:

- ICS and VCSE Partnership Development – contributing to system-wide mapping and co-design of a more equitable and sustainable VCSE infrastructure
- Communities Against Cancer Grants Panel – supporting co-designed approaches to early diagnosis and reducing inequalities
- Cinderford Community Mapping (Active Gloucestershire) – working with residents to co-design place-based health and wellbeing solutions
- Patient and Carer Race Equality Framework (PCREF) – co-producing anti-racist approaches and shared language for equity in care
- Health Research Engagement – ensuring diverse communities are represented in research (e.g. SAMS Men's Group, Reflective Futures)

Community education and prevention: sharing knowledge and building confidence

We deliver targeted health education and awareness sessions directly within communities, focusing on prevention, early intervention and improving health literacy.

Activities include:

- Health education sessions in community settings (e.g. mosques, schools, community groups, and cultural organisations)
- Themed health events such as NHS Health Information Days and Community Maternity Events
- Targeted sessions on cancer awareness, screening and diagnostic pathways
- Wellbeing activities such as walking groups, community cafés and outdoor engagement sessions

Impact:

- Communities are better informed, more confident in accessing services, and empowered to make healthier choices.

Partnership working: building strong, lasting relationships

Partnership working underpins all engagement activity and enables us to deliver inclusive, culturally responsive and sustainable initiatives.

We work closely with:

- VCSE organisations and community leaders
- Local authorities, Adult Social Care and public health teams
- NHS system partners and charities
- Key examples include:
- Refugee Week activities (e.g. Listening Bench, Moomins Picnic, Welcome Chorus)
- GARAS partnership supporting refugees and resettled families
- Mindsong collaboration (e.g. Sangeet Memory Box)
- 16 Days of Action against Domestic Abuse – multi-agency awareness and support initiatives
- Windrush and cultural heritage events promoting belonging and identity
- Ramadan/Iftar, International Women's Day and other inclusive community events

Impact:

- Strong partnerships enable deeper reach, culturally appropriate engagement, and long-term trust with diverse communities.

Bringing it all together: a continuous cycle of engagement

Across the year, these four pillars work together as a continuous cycle:

Engage → Involve → Co-Create → Learn → Improve

- We engage communities through outreach and presence
- We involve them in meaningful conversations and decision-making
- We co-create solutions alongside partners
- We learn from lived experience and insight
- We improve services and feed learning back into practice
- This approach ensures that engagement is not a standalone activity, but a core part of how the Trust listens, learns and evolves.

Overall impact

Through this structured and relationship-based approach, we:

- Each a wide range of communities across Gloucestershire
- Strengthen trust and long-term relationships
- Amplify seldom-heard voices
- Support culturally responsive and inclusive care
- Ensure community insight drives real service change.

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 several established approaches to ensure the voice of local communities is 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.

Get Involved Gloucestershire

In 2021, NHS partners launched 'Get Involved in Gloucestershire', which is an online participation space for people to 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

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 four 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

Other ways we involve and engage

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 in 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

https://youtu.be/_FoHhSvkYPo

Find out more here:

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

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 improves 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/

People's Panel

As part of our One Gloucestershire approach to involvement, we have supported the recruitment of more than 1000 residents to join a People's Panel. The Panel is made up of individuals whose anonymous feedback will be used at a county and a more local level to shape health and care services and support. The Panel includes people who live in priority areas of the county, the Core20, where underserved communities experience greater health inequalities than elsewhere in Gloucestershire.

Other ways we involve and engage

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/our-board/board-papers/

Our Annual Members Meeting

Our Annual Members Meeting is where the Trust shares key highlights and achievements, reflects on the previous year's performance, and where we share some future developments planned for the year ahead. You can watch the Annual Members Meeting again at:

www.youtube.com/@GlosHospitalsNHS

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/

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.

<https://evolvingcommunities.co.uk/gloucestershire-mnvp/>

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 worked with partners to strengthen our engagement approach, enabling us to connect with communities through local events, outreach and collaborative programmes.

Moving forward, we will continue to explore new ways to engage, ensuring our work remains responsive to local needs and shaped by community voice.

KEY PRIORITIES INCLUDE:

Maternity Improvement Journey

Working with women, families and communities to inform ongoing maternity service improvements.

Mindsong Partnership

Expanding dementia support through culturally meaningful resources, including music-based initiatives.

Health Inequalities Creative Programme

Delivering “Your Health Journey, Your Story, Your Way” with Create Gloucestershire to capture lived experiences and reduce inequalities.

City of Sanctuary and Refugee Week 2026

Strengthening engagement with refugee and asylum-seeking communities to improve access and inclusion.

Health Inequalities Strategy

Supporting development through community insight and lived experience.

Cancer Awareness Programme

Delivering a year-round calendar of community sessions to increase awareness and improve screening uptake

What will we be doing this year?

Across all priorities, we will continue to strengthen community and patient partnerships, ensuring local voices shape service development and delivery.

If you want to find out more about the activities mentioned above, make sure you join the 'Get Involved in Gloucestershire'

🔗 <https://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/

