

## **ICS Conference : Engaging with residents and communities: thinking differently**

The Norfolk and Waveney ICS conference this year has a clear focus on Neighbourhood working. The full session will be dedicated to different aspects of neighbourhood working, to help system leaders have a greater understanding of how this can play a key part in delivering health and social care services within our region.

As part of the day, a session is being led on engaging with residents and communities.

We want to highlight the great work of community groups and VCSE organisations, who often have trusted relationships with communities that statutory partners do not.

We are asking VCSE colleagues to submit a short overview of how they interact and engage with the community, to highlight best practice and influence approaches to neighbourhood working.

The aim of this is to highlight the journey from community engagement to service design and impact. System leaders need to see tangible evidence of how grassroots feedback translates into strategic and operational change.

We are looking for a one page presentation slide, which should clearly demonstrate to system leaders how your project prioritises and integrates the community's voice, influencing both *what* you do and *how* you do it.

If possible, we are also keen to show videos from organisations at the conference, so we are asking for a short, one minute video, answering the questions below, to highlight the impact.

The presentation slides and videos will be shown throughout the day at a stand, on a rolling presentation, as well as part of the session, with some being shown on screen and used as case studies for the task.

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Please find below questions and prompts to help with your slide and video:

#	Focus Area	Prompt Questions (for your presentation/video)	Key Takeaway for System Leaders
1	Community Engagement	How did you proactively engage with the community/residents to understand their needs, priorities, and assets? ( <i>e.g., methods used, target groups, reach</i> )	Commitment to genuine, representative inclusion.

2	Community Insights	What were the key themes, priorities, or challenges that the community shared with you? ( <i>i.e., the specific "voice" or "story" heard</i> )	Evidence of listening and understanding local context.
3	Action & Translation	How did you use that community information to inform or influence your decisions and actions? ( <i>i.e., what specifically changed as a direct result of the feedback?</i> )	Responsiveness and effective translation of insights into action.
4	Service Design Influence	How did this process directly help design or modify the specific service/event you deliver/delivered? ( <i>Provide a concrete example of the design change</i> )	Impact of community voice on strategic and operational service model design.
5	Learning & Future Action	What are the key lessons you learned from this engagement process, and what would you do differently next time to amplify the community's influence?	Maturity and commitment to continuous improvement and co-production.

We would encourage use of the organisation's logo, any photos or videos from projects or events.

If you have any questions, please contact Tim Gardiner, [tim.gardiner@nhs.net](mailto:tim.gardiner@nhs.net)

Please note the deadline for submissions is Wednesday 5th November.

Please find a guide and support on recording your video content:

#### Before Recording

- Choose a quiet location to minimise background noise.
- Ensure the area is well-lit, ideally with natural light facing you (avoid strong light behind you).
- Position the camera at eye level for a natural, engaging angle.
- Check your background—keep it tidy and free from distractions.

- Test your equipment (camera, microphone, phone, or laptop) to ensure everything works.

#### During Recording

- Speak clearly and at a steady pace.
- Keep your answers concise—aim for a video of around one minute.
- Address the following prompts (as per conference guidance):
  1. Community Engagement: How did you engage with the community to understand their needs and priorities?
  2. Community Insights: What key themes or challenges did the community share?
  3. Action & Translation: How did you use community feedback to inform your actions?
  4. Service Design Influence: How did this process help design or modify your service/event?
  5. Learning & Future Action: What lessons did you learn, and what would you do differently next time?
- Look directly at the camera to connect with your audience.
- Use your organisation's logo and, if possible, include relevant photos or video clips from your projects.

#### After Recording

- Review the video for clear audio and good lighting.
- Save the file in a common format (e.g., MP4 or MOV).
- Name the file clearly with your organisation's name and project.

#### Submission

- Submit your video by the deadline (Wednesday 5th November).
- If you have questions, contact Tim Gardiner at [tim.gardiner@nhs.net](mailto:tim.gardiner@nhs.net).