

Newark and Sherwood Access to NHS dentistry

CASE STUDY

What is it?

Newark and Sherwood's LSP, identified two wards with low levels of satisfaction with public services particularly dentistry services. These areas also have high levels of deprivation typified by poor health, high crime, high unemployment and low levels of perceptions regarding the ability to influence decisions made by local public services. The partnership agreed that deeper analysis would help and sought funding through the Customer Led Transformation Programme to develop a project to work with residents to address this issue.

The work will include:

- A health needs impact assessment.
- Ethnographic research
- Customer journey mapping
- Video diaries to inform service design activities and seek to reduce public expenditure

What's new and different?

- The approach was developed after the LSP had analysed findings from the 'State of the District' reports in 2006 and 2009.
- A Councillor led task group (scrutiny) considered this information along with Place Survey findings 2008 and identified the same wards also indicated low levels of perceptions regarding the ability to influence decisions made by local public services and satisfaction with public services

- Mosaic groups were also considered and that information overlaid.
- Customer insight information will be gathered and added
- This work will reduce costs to a partner (NHS) and improve a key public service by a partnering approach.
- The CVS will be commissioned to undertake the Health Needs Assessment in collaboration with the Tenants and Residents associations peer supported by the Council and PCT.

What are the results?

It's early days and has taken some time to develop the project with partners but it is hoped that the key outcomes will be:

- Development of a more customer focused set of processes shaped by local residents
- Reduced level of dental cases presenting at Newark's minor injuries unit
- Increased level of satisfaction with local public services and the ability to influence local decisions.
- Reduction in costs to NHS for patients presenting at A&E of at least £25k per year

Ged Greaves says:

" This was a true partnership effort . We hope that by working on a very real, tangible problem for our area, we can improve the way all public sector partners in Newark and Sherwood involve customers in decisions about the services they provide because we can show the benefits to them and the customer."

Lessons

- Investing in good research and intelligence can help identify opportunities for improved service delivery.
- Partners are willing to work on projects that might not always directly benefit them but that are good for residents and communities in the area tha they operate in. and
- It is important to recognise the culture within partners organisations as differing approaches and processes to projects can cause delay.
- There are opportunities to save on costs while improving customer service and that involving customers is key to this achievement.
- Developing a sharing approach relies on some time and resources to support it and that this is often best invested in the 3rd sector itself.

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