



Co-operative Councils

Innovation Network

STRATEGY



Beartas working with Hounslow Partnership

Borough-Based Partnership Communications

We were asked to manage the coordination of the entire communications function for the Hounslow borough-based partnership. This brought together partners from the Council, NHS partner organisations and the VCSE to develop the principles and deliver the objectives of the Hounslow Borough Based Partnership (BBP) across Public Health and Prevention, Staff and Public Engagement and priority projects.

Our Approach Outcomes

- Assumed the role of Communications Manager for the Hounslow BBP, working alongside partners to deliver against a 3-year strategy
- Designed a 12-month strategy with monthly deliverables across campaigns, engagement and public affairs.
- Project managed the creation of an improved online presence for the Hounslow BBP which included leading the development of a brand-new website and included a portal which allowed staff to access and share learning, research, insights and case studies into one online place.
- Led the implementation of the public consultation for the borough's new Health and Wellbeing Strategy 2022 – 2025

- Organised a series of public engagement events alongside key partners, bringing together Council personnel with NHS partner staff and VCSE organisations around issues such as health inequalities, diabetes, and intermediate care. This included coordinating community meetings, focus groups and press engagement.
- Coordinated public health and prevention campaigns between the Council, NHS and VCSE partners, providing strategic counsel to the Assistant Director of Communications, Programme Manager and communication and project leads

Outcomes

- Borough Based Partnership End of Year Report developed with key partners and circulated to over 3,000 stakeholders
- 12-month communications strategy for the entire programme approved at SLT level, consulted on with stakeholders and delivered on time and to budget
- Increased awareness of Type 1 and Type 2 diabetes amongst key demographics in the borough with a 23% uptake in blood testing in reported by the Health Outreach Team in June and July 2022 – Hounslow has the highest prevalence of diabetes in London
- Increased profile of the Hounslow BBP amongst Secretaries of State, Members of Parliament, Mayor of London office, APPGs and special interest groups around the themes of innovation and transformation in the Health and Social Care economy

For further information contact:

Gavin Callaghan

Managing Director - Beartas

gavin@beartaspolicy.com | www.beartaspolicy.com