

Together We're Better People's Panel

To be included in this panel you must tick to confirm you have read and agree with the following Data Protection statement, and consent to your details being used to contact you in the future to participate in engagement activities commissioned by Together We're Better.

Data Protection Statement

Together We're Better is the Sustainability and Transformation Partnership (STP) for Staffordshire and Stoke-on-Trent. Together We're Better are a partnership of NHS and local government organisations, alongside independent and voluntary sector groups, that are working together to transform local health and care services. Organisations within the partnership include; NHS Cannock Chase Clinical Commissioning Group (CCG), NHS East Staffordshire CCG, NHS North Staffordshire CCG, NHS Stafford and Surrounds CCG, NHS Stoke-on-Trent CCG, NHS South East Staffordshire and Seisdon Peninsula CCG, city and county councils and trusts. For a full list of partners within the STP please visit: <https://www.twbstaffsandstoke.org.uk/about-us>

The STP has established a People's Panel, comprised of volunteer Staffordshire and Stoke-on-Trent citizens who wish to be engaged on the STP's work to transform local health and care. This panel forms part of the STP's Communications and Engagement Strategy and supports the achievement of the STP's vision – 'Working with you to make Staffordshire and Stoke-on-Trent the healthiest places to live and work'.

The STP is working with Step Beyond, a Staffordshire-based market research company, on developing and managing the panel. Step Beyond has been commissioned to collect, handle and process the data provided by citizens who would like to be part of the panel and have completed the People's Panel registration form.

Step Beyond uses a survey tool called Snap which is owned by Snap Surveys Ltd, an organisation specialising in the delivery and management of surveys. Any information you provide will be added to Snap for analysis and handled in accordance with UK Data Protection Legislation.

The form asks respondents to provide a range of personal and demographic profiling data (age, gender, ethnicity etc.) and full postcode. This information is used to ensure the panel is broadly representative of the demographic profile of the population. The data will be available in its entirety to Step Beyond, who will contact panel members on behalf of the STP.

Panel members will be contacted and invited on a periodic basis to participate in engagement activities, including short surveys, focus groups and events. The content of these activities will be developed in collaboration with the STP's clinically led programmes in order to support their ongoing work. Panel members will also receive regular newsletters.

Any reports published using the data collected will not contain any personal identifiable information and only show feedback in anonymous format. These anonymised results may be shared publicly, for example on NHS public-facing websites or printed and distributed.

You are requested to respond to each question in the registration form as only completed forms can be accepted. All information collected via the form will be held for a period of five years from



the date of the form's completion, in line with the Records Management Code of Practice for Health and Social Care 2016, which all NHS organisations work under.

Any queries about your involvement with the Together We're Better People's Panel can be emailed to TWBcomms@staffordshire.gov.uk.

If you wish to withdraw from the People's Panel please call Step Beyond on 01785 817300 or email info@stepbeyond.co.uk.

