

Appendix A: Summary of Qualitative Insight Programme

The following is a summary overview of the current planned work programme for the Qualitative Insight Team to March 2024. All projects are aligned to and will contribute towards the implementation and monitoring of Wirral's Health and Wellbeing Strategy 2022-27, and the thematic priorities set out in the Wirral Plan.

Wirral's Health and Wellbeing Strategy: August 2022 - Ongoing

The team have undertaken several pieces of work to support the development of the Health and Wellbeing Strategy including gathering existing insight across the Wirral system to facilitate the syntheses and analysis of existing evidence. This work has been used to develop the Strategy to ensure the priorities reflect those of local people. The team has worked alongside the Community, Voluntary and Faith sector to establish relationships and gather insights being collated through these trusted sources. This programme will support the delivery of the Health and Wellbeing Strategy priority, 'To create a culture of health and wellbeing, listening to residents and working together'.

The following work will be undertaken by the team over the next six months:

1. Gap analysis of existing insight to establish further research questions and insight gathering across the priorities within the Health and Wellbeing Strategy.
2. Work with Together All Are Able, to ensure the voice of our most vulnerable residents are heard.
3. Development of qualitative key performance indicators to allow ongoing monitoring of the Health and Wellbeing Strategy priorities
4. Development of a qualitative toolkit to provide best practice training to both internal colleagues and partners, to enable a consistent approach to insight collection across the Wirral system.

Increasing Cost of Living: August 2022 to March 2023

The team have undertaken a number of pieces of insight to support the strategic response to the increase in cost-of-living. These include a comprehensive literature review and best practice analysis, insight relating to the impact on the Community, Voluntary and Faith sector, and the residents they support, along with a collation of case studies with a number of residents across Wirral to demonstrate how the rising cost of living is affecting different cohorts.

The following work will be undertaken over the next six months:

1. Deep dive with local residents relating to warm hubs
2. Further work with local businesses to understand increasing cost of living impact
3. Further work with the CVF sector to understand demand and capacity

Wirral Regeneration Programme: October 2022 to March 2024

The Qualitative Insight Team will work with officers from Economic Growth and Regeneration to support the planned regeneration work for Argyle Street and the Dock Branch Masterplan. This project will gather residents' opinions, thoughts, and aspirations for the future, helping to ensure the voices of local people in existing communities are factored into the development of regeneration plans.

Improving services for local people: November 2022 to March 2024

The team will support the following planned commissioning of services over the next six months:

1. Wirral Sexual and Reproductive Health Service design and delivery, to ensure that this is informed by an understanding of what people require from local services.
2. Incorporating qualitative views of residents and service users to inform the ADDER Programme (Addiction, Diversion, Disruption, Enforcement and Recovery) and services.
3. Linked to the Health and Wellbeing Priority, to ensure the best start in life for all children and young people, the team will undertake several engagement exercises with young people to understand their experiences and understanding of 'risk taking behaviours' and how this understanding can help shape commissioned services in response.