

Client Voice Group

Terms of Reference

Background

What

We want to put the voice of the client at the centre of all that we do. We will do this by embedding the concept of co-production across the organisation.

Why

By better understanding the needs of people with lived experience of cancer we can develop, design and improve our products, services and communication to make greater impact on their lives. Co-production can also help to challenge the idea that people with lived experience (typically service users) can't participate on an equal level with people in professional roles. It can be an extremely effective way for those with lived experience to be able to influence change. It is also a key part of our Continuous Quality Improvement (CQI).

How

We will do this through establishing a formal Client Voice Group led by a volunteer Client Voice Lead.

Title of the Group: Penny Brohn UK Client Voice Group

1. Aims of the Penny Brohn UK Client Voice Group

- 1.1 To include client (and non-client) experiences, interests, views and concerns on current systems and services and proposed new developments at Penny Brohn UK.
- 1.2 To work collaboratively and positively with Penny Brohn UK to improve services and facilities for clients and to act as a sounding board for staff on issues affecting clients.
- 1.3 To build two-way communication and co-operation between Penny Brohn UK, its clients and other individuals with an interest in the development of the charity (e.g., people diagnosed with cancer who do not currently use our services – Prospect Support Group and SWAG as routes for potential recruitment).

2. Penny Brohn UK Client Voice Group Structure and Membership

- 2.1 Membership of the Client Voice group will be open to all Penny Brohn UK clients and other individuals with an interest in the development of the charity. Membership will be inclusive of different genders, ethnicities, ages and socioeconomic backgrounds.
- 2.2 Membership will be co-ordinated by the appointed Client Voice Lead.

3. Management of the Penny Brohn UK Client Voice Group

- 3.1 The group will be led by the Client Voice Lead with support from the Evaluation, Evidence and Insight Lead and input from other Penny Brohn staff.
- 3.2 Member details and all files related to the group will be stored safely in password protected files in Teams.
- 3.3 The Client Voice Lead is responsible (with support from the Evaluation, Evidence and Insight Lead) for co-ordination of the group, including:
Recruitment of new members; allocation of members to appropriate projects and consultations with Penny Brohn UK; acting as the gatekeeper between members of the group and members of Penny Brohn UK staff; making sure members are welcomed to the group and thereafter treated warmly and inclusively to feel valued and a key part of the wider Penny Brohn UK community.
- 3.4 The Client Voice Lead will facilitate regular opportunities to meet as a group for sharing experiences and ideas in a social capacity – either over Teams / Zoom or at Penny Brohn UK's National Centre.
- 3.5 In time, and once the group has become established, the senior team at Penny Brohn UK can explore opportunities to thank the group members for their commitment to supporting the charity, possibly through free or tailored support sessions (in person or online).
- 3.6 Members of the group will be asked for feedback about their own experience after they've been asked to carry out any specific work for the charity. This will include tracking what skills they have used or developed through the process.

4. Activities of the Penny Brohn UK Client Voice Group

- 4.1 Activities could include:
 - a) feeding into service development projects
 - b) providing case studies / stories for marketing
 - c) user testing surveys and other measures for evaluation
 - d) user testing marketing materials
 - e) getting involved with fundraising campaigns
 - f) sharing personal experiences around cancer and barriers / facilitators to accessing integrative support, to inform our strategy for reaching diverse groups