

Northeast and North Cumbria Primary Care Webinars

Specialist webinars for Personalised Care Roles and Primary Care Staff

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Subject Area: Interactive webinar series designed in conjunction with the training hub.

Key Words: Personalised Care Roles (PCRs), Health Coaches (HWBC), Social Prescribing Link Workers (SPLWs) Care Coordinators (CCs) Quality Improvement (QI) Primary Care Networks (PCNs) Northeast and north Cumbria (NENC) Integrated Neighbourhood Teams (INTs)

Executive summary

Integrated neighbourhood working and personalised care training are central to current NHS priorities, supporting a system-wide shift towards coordinated, preventative, person-centred care delivered closer to home. To strengthen Primary Care Network (PCN) capability, and support service improvement for those working in personalised care roles, and inform the development of Integrated Neighbourhood Teams (INTs), the Northeast and North Cumbria (NENC) Training Hub commissioned a programme of interactive webinars aligned to the Fuller Stocktake¹ and the 10-Year Health Plan *Fit for the Future*².

This programme was designed to enhance collaborative working, communication and shared decision-making across multidisciplinary teams, with a focus on the personalised care roles (PCRs). The training emphasised the use of shared systems and information, holistic assessment approaches, and cross-sector coordination to improve patient experience and reduce duplication.

This report summarises the co-design and delivery of the programme by Kera Consultancy and Castle and Health Coaching. The inclusion of lived experience perspectives and practical examples contributed to stronger engagement, increased relevance to frontline practice, and improved understanding of how PCRs can support the wider INT agenda across NENC.

Across the series, the webinars demonstrated clear improvements in participants' confidence in key subject areas. Early findings indicate a strong appetite for continued professional development, including structured Action Learning Sets (ALS), to support the maturation of INTs and the development of a consistent, high-quality personalised care workforce across the region.

¹ <https://www.england.nhs.uk/publication/next-steps-for-integrating-primary-care-fuller-stocktake-report/>

² <https://www.gov.uk/government/publications/10-year-health-plan-for-england-fit-for-the-future>

Introduction

The training programme comprised three interactive webinars designed to strengthen the capability of healthcare professionals working within personalised care roles and to support the development of Integrated Neighbourhood Teams (INTs).

Each session focused on a core area of practice aligned to current national policy drivers and local system priorities. The webinars combined evidence-based frameworks, practical tools and peer learning to enhance the quality, consistency and impact of personalised care delivery across Primary Care Networks (PCNs) in the Northeast and North Cumbria (NENC).

Objectives

The objectives of the training programme were to:

- **Deliver high-quality, interactive training sessions** aligned to current national and regional policy priorities.
- **Provide evidence-based theoretical frameworks and best-practice resources** to support the effective delivery of personalised care roles.
- **Engage participants through practical examples and case discussions**, ensuring relevance to frontline practice across PCNs.
- **Facilitate peer learning** using interactive tools such as breakout discussions, Mentimeter and surveys.
- **Equip attendees with knowledge, skills and strategies** that can be directly applied within their professional roles and that contribute to the development of Integrated Neighbourhood Teams (INTs).

Delivery

The training programme was delivered as a series of **three interactive two-hour webinars**, scheduled between **September and October 2025**. Each session combined expert-led content with opportunities for participant engagement, reflection and peer learning. The online format was designed to maximise accessibility across Primary Care Networks (PCNs) and to support consistent participation from Personalised Care Roles (PCRs) and wider primary care staff.

Summary of Webinar content:

1. Team Health Webinar

Main Speaker: Dr Julie Sutton McGough

Facilitators: David Cowan and Dr Caroline Gibson

This webinar explored the principles of integrated neighbourhood working, focusing on how multidisciplinary teams from health, social care and the voluntary sector collaborate to provide holistic, locally tailored care for populations of 30,000–50,000. The session aimed to enhance collaboration, strengthen communication and reduce professional silos. Participants considered approaches to improving shared understanding, developing collective goals and supporting team wellbeing within the INT context.

2. Neurodiversity in Health Care

Main Speaker: Dr Caroline Gibson

Facilitator: David Cowan

This session addressed the fragmentation and variability of support available to neurodivergent individuals across health and social care. The webinar focused on improving professional knowledge, building confidence and promoting equitable access to support. Particular attention was given to the increasing demand arising from complex needs, where individuals frequently interact with multiple services. Lived experience and frontline examples were used to illustrate strengths-based, person-centred approaches and practical adjustments.

3. Measuring Outcomes in Health Coaching and Social Prescribing

Main Speakers: Dr Helen Seers and Rebecca Dunford

Facilitator: David Cowan

This webinar introduced frameworks for evaluating outcomes across personalised care roles. It explored both quantitative and qualitative approaches, highlighting population health perspectives, reduced reliance on acute services and improved patient experience. Participants examined practical tools for measurement and considered how consistent outcome evaluation can underpin quality improvement, service design and evidence-informed decision-making across INTs.

Integrated Neighbourhood Teams and Action Learning Sets

Action Learning Sets (ALS) were discussed across the series as a mechanism for supporting teams to implement and sustain improvements in practice. ALS offer structured opportunities for practitioners to explore real challenges, build shared problem-solving capability and develop peer networks across the Integrated Care Board (ICB) footprint. The webinars provided a platform for participants to express interest in ALS participation, helping identify future support needs for INT development.

Webinar Feedback

1. Team Health webinar

A total of **38 participants booked** to attend the Team Health webinar, representing a broad range of primary care professionals. Attendees included General Practitioners (GPs), Advanced Clinical Practitioners (ACPs), Clinical Pharmacists, Operational Managers, Primary Care Commissioning Managers and Personalised Care Roles (PCRs). This multidisciplinary mix reflects the intended reach of the session and supports whole-team development across PCNs.

Participants reported that the session was well structured and provided meaningful insights relevant to team functioning and collaborative practice.



Figure 1 is a general comment on the training session

How would you rate today's session?	
Very Good	53.85% (7 individuals)
Good	46.15% (6 individuals)
Average	-
Poor	-
Very Poor	-

Figure 2 is from a total of 13 individuals

What will you do with the learning from today?
I will look at restructuring PCN Exec meeting to include check-ins as well as what people are grateful for
implement within our building
Audio recordings of our meetings.
I will take stock and look at improvements I can make
Apply some of the learning -do a check-in with the team when we are together, show appreciation to individuals.

Were the timings right? (2 hours)	
Yes	92.31%
Too Long	7.69%
Too Short	

Figure 3 is from a total of 13 individuals

Word cloud 'what one word describes teams you are part of?' Figure 4.

Participants were asked to describe the teams they are part of in a single word.

Prominent positive terms included "support", "understanding", and "caring".

However, other key words such as "dysfunctional", "isolating", and "complex" highlight variation in team health and a clear need for ongoing development.



Figure 4

Our Menti-meter for the team health webinar captured before and after confidence ratings on the learning outcomes. Figure 5.

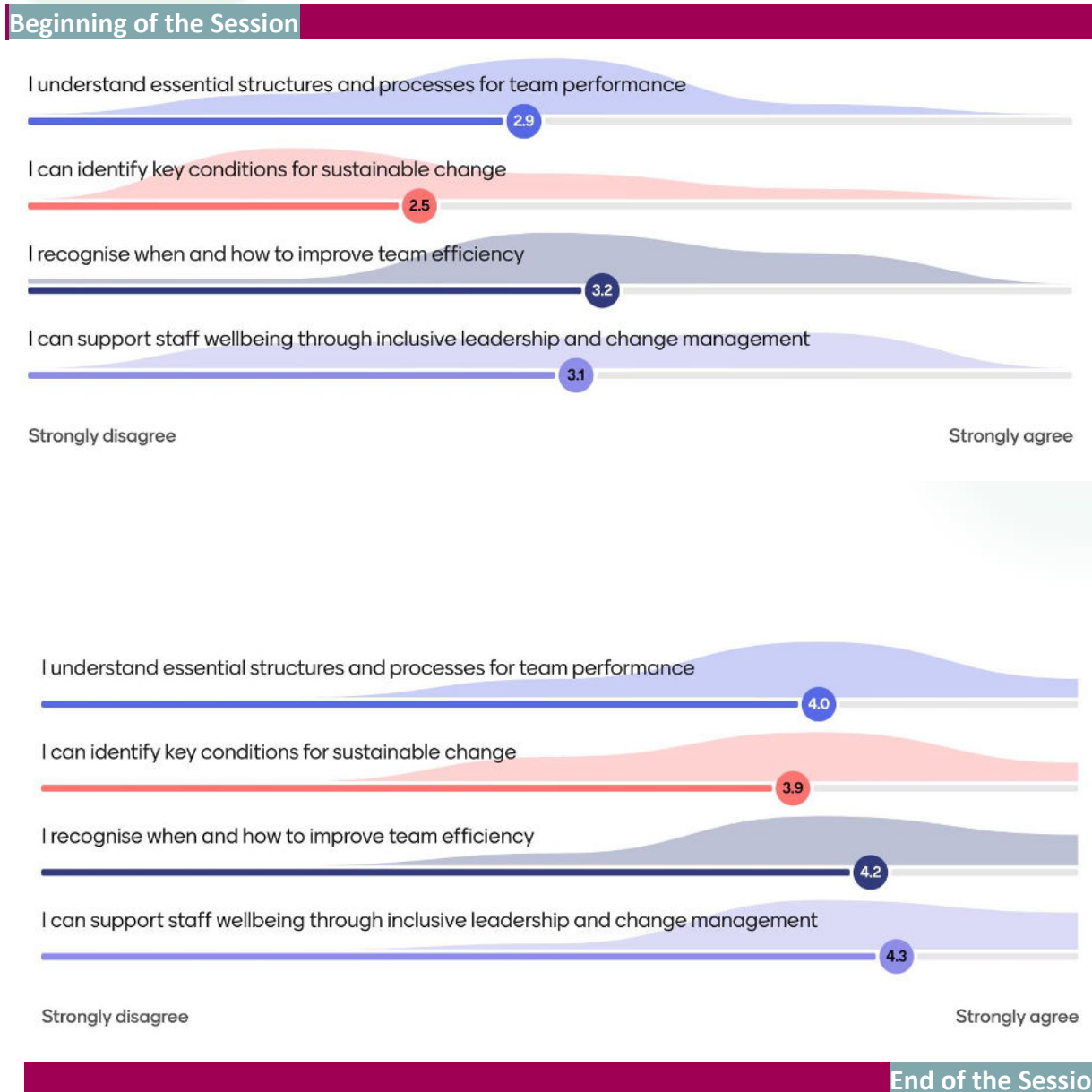


Figure 5

The confidence rating on the learning outcomes increased by 40.20%

Interest in Action Learning Sets (ALS) on this topic (Figure 6):

Kera Consultancy are working with the Primary Care Training Hub to potentially develop a series of action learning sets (ALS) to support you with improving outcomes when working with integrated neighbourhood teams. Would you like to express interest if we are successful and can provide ALS for you to be involved in?




Answer Choices			Response Percent	Response Total
1	If yes, please leave your email address below		27.27%	3
2	No		36.36%	4
3	Maybe, please your email address below and we will tell you more about it		45.45%	5
			answered	11
			skipped	2

Figure 6

2. Neurodiversity webinar 42 booked to attend

A total of **42 participants booked** to attend the Neurodiversity webinar. This session received the highest proportion of **“Very Good”** ratings across the programme, reflecting strong engagement and high perceived value. Feedback indicates that the content significantly improved participants’ confidence, understanding and ability to support neurodivergent individuals in practice.

Very informative and interesting. I feel stronger in being able to support patients effectively.

Figure 7 is a general comment on the training session

How would you rate today's session?

Very Good	81.48% (22 individuals)
Good	18.52% (5 individuals)
Average	-
Poor	-
Very Poor	-

Figure 8 is from a total of 27 individuals

What will you do with the learning from today?

Participants reported a wide range of actions, demonstrating strong intention to apply learning in practice. Verbatim comments include:

I will take it all away and share with my colleagues and absolutely keep all of this in mind when supporting those living with neurodivergence.
 Take the information forward and expand on my knowledge to take into practice.
 Put more things in place to help everyone
 Use / Share the info and resources
 Hopefully bring this into my role.
 Be more positive in what can be accomplished
 Def use my new knowledge with clients
 I will adjust my practice using my learning today.
 Research, share with colleagues, practice with more confidence.
 Implement in my clinics
 use the information and advice discussed today to help me with the LD reviews I carry out in general practice
 Apply more practically with my clients in my coaching sessions
 I will look more into coaching strategies.
 I currently do a lot of 'coaching' of parents lost in the health/ education system with likely neurodivergent kids.
 Implement my learning with my current and future clients. Use the tools provided, I loved the PINCH tool. Definitely encouraged to do some further reading.
 I will take it all away and share with my colleagues and absolutely keep all of this in mind when supporting those living with neurodivergence.
 Take the information forward and expand on my knowledge to take into practice.
 Put more things in place to help everyone

Use / Share the info and resources
Hopefully bring this into my role.
Be more positive in what can to accomplished
Def use my new knowledge with clients
I will adjust my practice using my learning today.
Research, share with colleagues, practice with more confidence.
Implement in my clinics
use the information and advice discussed today to help me with the LD reviews i carry out in general practice
Apply more practically with my clients in my coaching sessions
I will look more into coaching strategies. I currently do a lot of 'coaching' of parents lost in the health/ education system with likely neurodivergent kids.
Implement my learning with my current and future clients. Use the tools provided, I loved the PINCH tool. Definitely encouraged to do some further reading.
Reflect back on my current practice and how I can improve this to better support people.
The presentation today was a fabulous reminder of the importance of treating every person with empathy, unconditional positive regard and focusing on their strengths. This sits really well within my role as a Health Coach (and previously Occupational Therapist). This reinforced to me that listening, giving people time to think and focusing on their strengths are underestimated skills/tools for any health care professional. I will definitely be more mindful of some of the challenges people may have when I support/interact with them.
Continue to focus on strengths-based and solution-focused coaching techniques in one-on-one coaching appointments.
Put this in practice with my social prescribing
Keep using solution focused interventions.
Hopefully continue to learn and continue to improve the person-centred journey. I would also continue to raise the concern for the importance for better provisions for those who feel their voice is not heard.
Share with colleagues, do more reading, practice new elements I've learnt.
Use in my practice

Our word cloud was used to capture who the learners felt following the webinar. (Figure 9)



Figure 9

Our Menti-meter neurodiversity webinar captured before and after confidence ratings on the learning outcomes. (Figure 10).

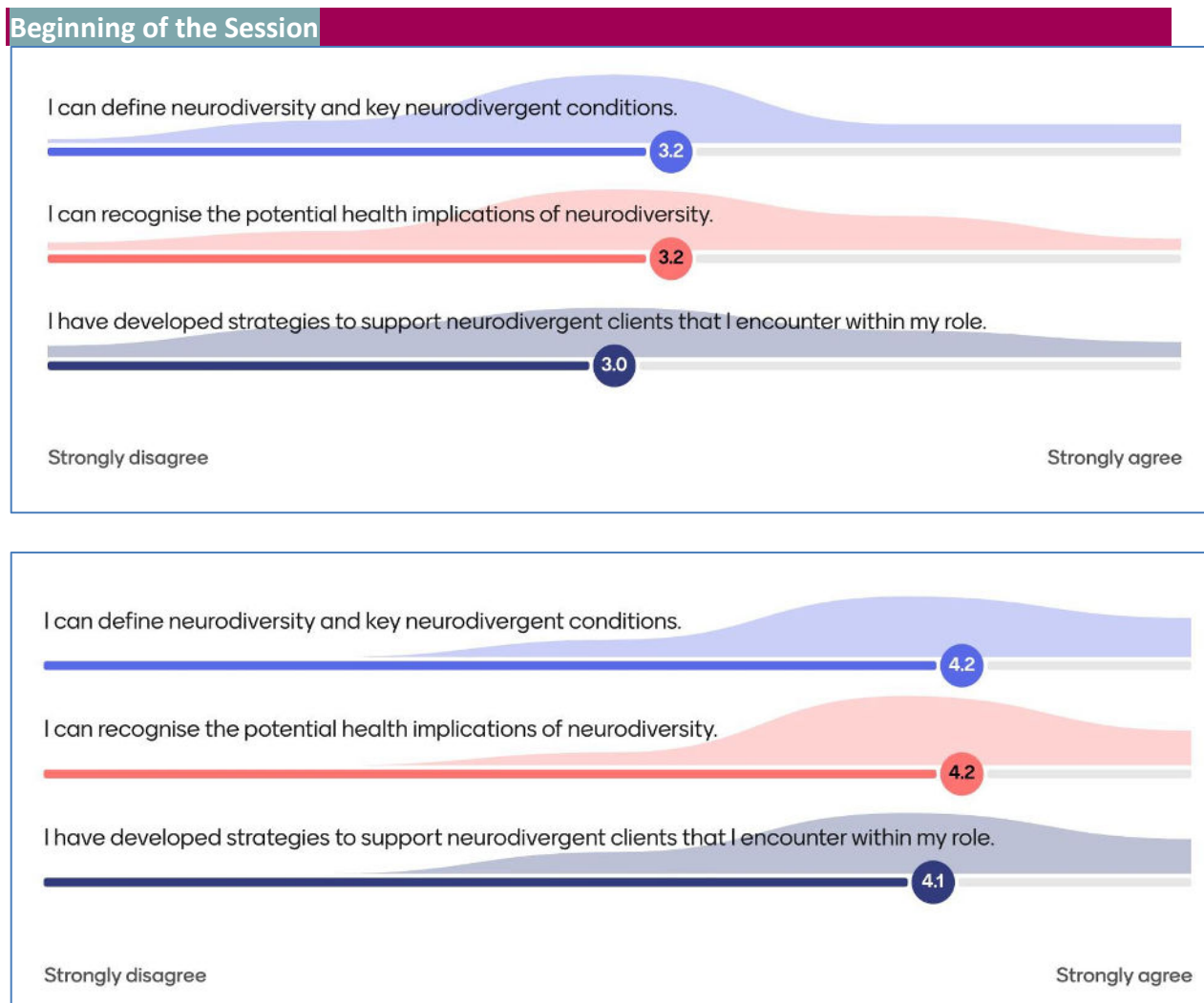


Figure 10

The confidence rating on the learning outcomes increased by 33%

We asked learners to share what works for them when engaging and supporting patients who are neurodiverse. (Figure 11):

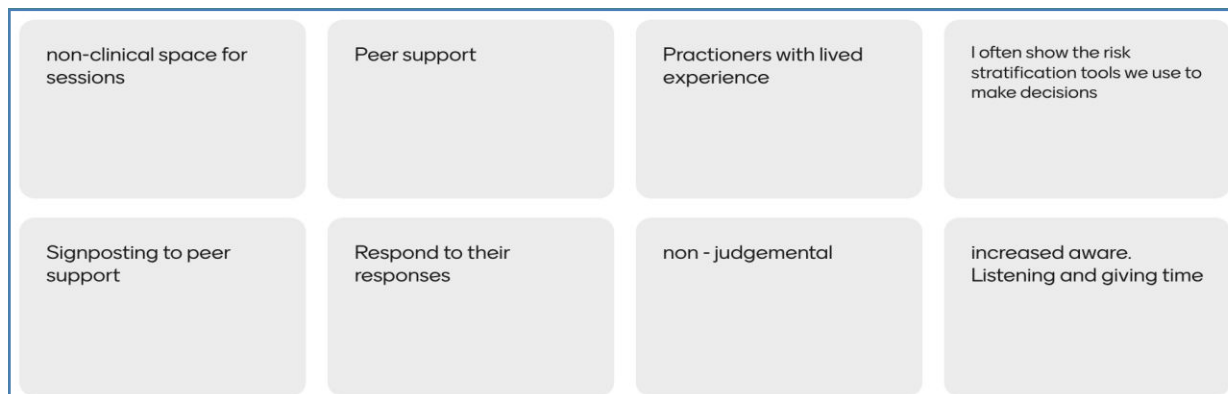


Figure 11

Interest in Action Learning Sets (ALS) (Figure 12).




Kera Consultancy are working with the Primary Care Training Hub to potentially develop a series of action learning sets (ALS) to support you with improving outcomes when working with Neuro diverse patients across Integrated Neighbourhood Teams. Would you like to express interest if we are successful and can provide ALS for you to be involved in?				
Answer Choices			Response Percent	Response Total
If yes, please leave your email address below		69.23%	18	
No		7.69%	2	
Maybe, please your email address below and we will tell you more about it		23.08%	6	
			answered	26
			skipped	1

Figure 12

3. Measuring Outcomes Webinar

A total of 37 participants booked to attend the Measuring Outcomes webinar. Attendance was predominantly from Personalised Care Roles (PCRs), with additional interest from wider PCN staff after the session. Several attendees requested access to the recording to cascade learning to colleagues, reflecting strong relevance to operational and service development roles. One such request stated:

“Thank you for sharing the training video with me. It will be very helpful in my role, and I truly appreciate you going out of your usual procedure to make it available.”

This feedback highlights the demand for accessible, practical training on outcome measurement across PCNs.



Figure 13 is a general comment on the training session

How would you rate today's session?	
Very Good	80% (12 responses)
Good	20% (3 responses)
Average	-
Poor	-
Very Poor	-




Figure 14 is from a total of 15 individuals

Participants reported strong intentions to apply learning to service design, quality improvement and outcome measurement practices. Verbatim responses include:

What will you do with the learning from today?
Take it forward with the team to look at better ways to record outcomes with patients
take ideas to higher management
Express interest in MYCaW
look into finding a suitable tool
Create an action plan to develop measurement within my service
Follow up on promoting PROMS
Look into the outcome measures discussed into more detail.
Reflect and discuss with PCN Board
Think about what we collect and what more we can do with it. The example shows how powerful data can be
It was very interesting in hearing from the other social prescribers who work with in the PCN, they shared they do not use evaluation tools as they are not required to and the PCN's are not interested in using measuring tools to evaluate the work that they do. I found this reassuring as I have transferred from a charity who were very focused on evaluating all work carried out to the PCN who are not interested. We felt dismissed and undervalued as social prescribers however since hearing this today has offered a lot of reassurance.
be pro-active in measuring outcomes with my work
learnt more about what is available out there to capture relevant data
Speak to other team leads and my manager regarding using an outcome measuring tool.

Interest in Action Learning Sets (ALS) (Figure 15).

Kera Consultancy are working with the Primary Care Training Hub to potentially develop a series of action learning sets (ALS) to support you with improving outcome measurement when working in Integrated Neighbourhood Teams. Would you like to express interest if we are successful and can provide ALS for you to be involved in?

Answer Choices			Response Percent	Response Total
1	If yes, please leave your email address below		71.43%	10
2	No		14.29%	2
3	Maybe, please your email address below and we will tell you more about it		14.29%	2
			answered	14
			skipped	1

Our Menti-meter measuring outcomes webinar captured before and after confidence ratings on the learning outcomes. (Figure 15):

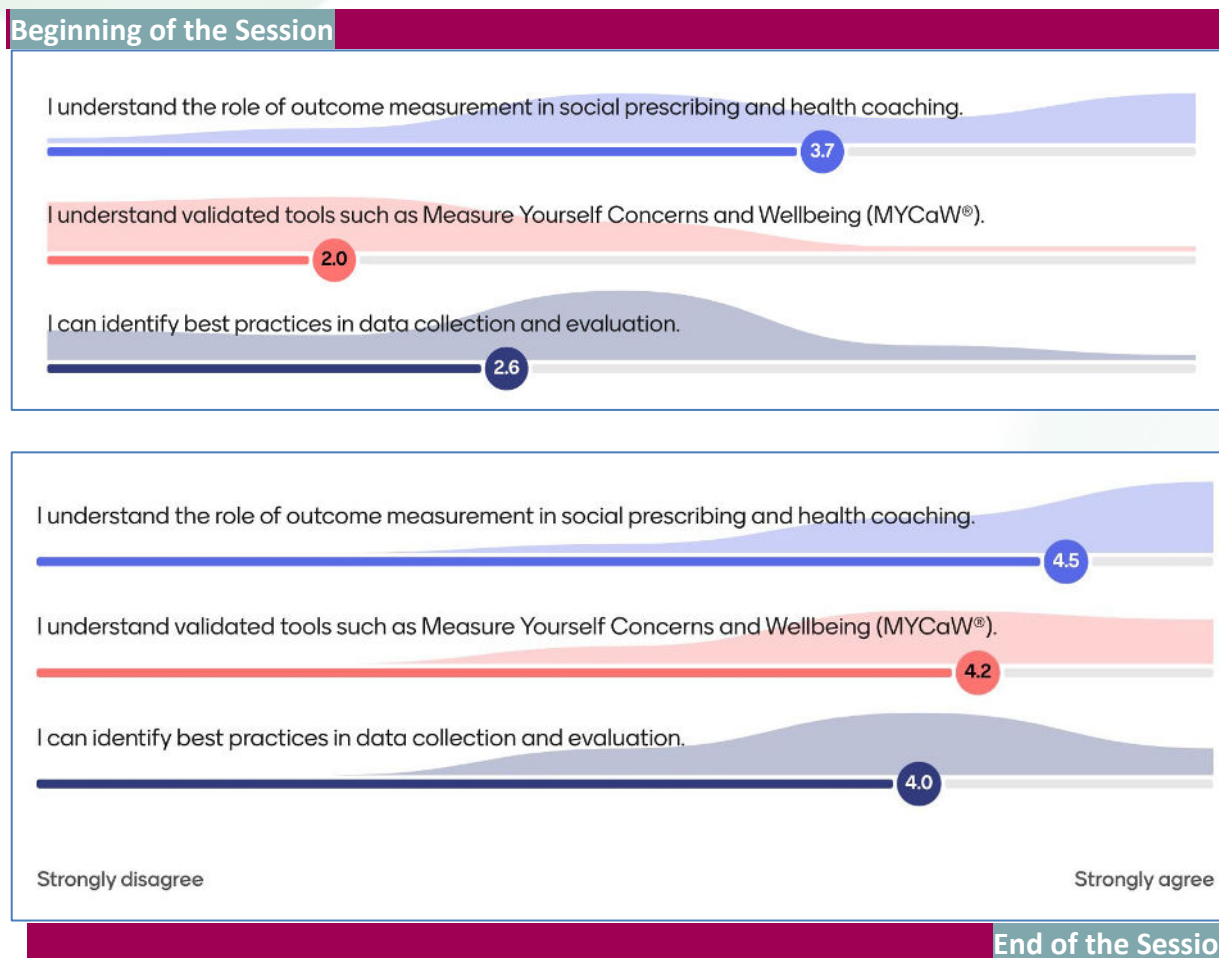


Figure 16

The confidence rating on the learning outcomes increased by 53.01%

Our Menti-meter outcomes was used to explore how the learners felt following the measuring outcomes webinar. (Figure 17).

Figure 17

encouraged positive determined
better
informed inspired integral
motivated inspired
reflective hopeful empowered
concerned knowledgeable capable

Conclusion

Across all three webinars, participants demonstrated a measurable increase in confidence in the subject areas covered, as evidenced by before-and-after Mentimeter data. The programme successfully combined expert-led content, lived experience and peer-to-peer learning, creating a safe and supportive environment in which practitioners could share challenges and explore solutions relevant to integrated neighbourhood working.

The Team Health webinar strengthened understanding of structured frameworks for team wellbeing and collaborative practice. The Neurodiversity webinar was particularly well received, with strong appreciation for the inclusion of lived experience and practical examples. Participants expressed significant interest in further training and support in this area.

The Measuring Outcomes webinar generated the greatest confidence uplift, and feedback highlighted considerable variation in how PCNs currently approach outcome measurement for personalised care roles. Participants recognised the value of consistent, meaningful outcome data for research, quality improvement, person-centred care, clinical decision-making and assessing system performance.

Interest in Action Learning Sets (ALS) was strong across the series, with a total of **44 learners** expressing interest. This level of demand could support the formation of approximately **five ALS groups**, offering an opportunity to extend learning, build local leadership capability and support INT development across the NENC footprint. The level of interest generated in Action Learning Sets (ALS), with **44 learners** expressing interest, gives potential for further enhancing the return on investment by supporting the development of sustained peer learning structures across the system. The programme therefore provides both immediate educational benefit and potential for longer-term value through capacity building that supports Integrated Neighbourhood Team (INT) development.

The programme provides a clear model for sustainable, system-level training that enhances capability, strengthens multidisciplinary collaboration and supports the strategic aims set out in the NHS Long Term Plan and NHS Long Term Workforce Plan.

The programme aligns directly with the NHS Long Term Plan³ and the NHS Long Term Workforce Plan⁴, both of which emphasise the importance of personalised care and the need to train, retain and develop a skilled workforce through innovative approaches to learning. The series explored real-world challenges, enablers and success factors with practitioners working on the ground, ensuring the content was relevant, actionable and grounded in current system pressures.

By building capability in team health, neurodiversity and outcome measurement, the programme supports the development of Integrated Neighbourhood Teams (INTs), enhances the quality and consistency of personalised care delivery, and contributes to improving productivity through new ways of working and learning.

³ NHS Long Term Plan, NHS England. <https://www.longtermplan.nhs.uk>

⁴ NHS Long-Term Workforce Plan, NHS England. <https://www.england.nhs.uk/publication/nhs-long-term-workforce-plan/>