

13th March 2018	ITEM:
Joint Health Overview and Scrutiny Committee	
Further update on the current consultation process on proposed hospital changes in mid and south Essex	
Report of: Jo Cripps, Programme Director, Mid and South Essex STP	

Executive Summary

In line with the relevant regulations a Joint Health and Overview Scrutiny Committee comprising Members from Essex County Council, Southend Council and Thurrock Council has been established.

The consultation team attended the first formal meeting of the JHOSC on 20 February and an informal meeting of the Committee on 8 March.

This paper is presented to provide further information on a number of questions and key lines of enquiry regarding the consultation process explored by the JHOSC at the previous formal meeting.

1. Recommendation

1.1 The Committee is asked to note this update.

2. Background

2.1 The Joint Committee of the CCGs in mid and south Essex launched a public consultation on 30 November 2017. The consultation focuses on proposals to make changes to some hospital services in Southend, Chelmsford, Braintree and Basildon, as well as proposals to the transfer of services from Orsett Hospital in Thurrock to new centres closer to where people live.

2.3 The original closing date for the consultation was 9 March 2018. Following feedback we proposed at the previous formal meeting of the JHOSC that we should extend the deadline for consultation responses. This was welcomed by the JHOSC and we have subsequently published the new deadline of 23 March 2018.

2.4 One of the 15 open discussion events, in Maldon, has been rescheduled from 28 February to 21st March, due to the closure of the venue during the recent bad weather.

3. The Consultation Process

3.1 Following agreement of the CCG Joint Committee, the STP public consultation was launched on 30 November 2017. A suite of materials has been produced, including a main consultation document (which benefited from input from all three scrutiny committees), a summary document, leaflet, feedback questionnaire and additional information.

As per our Communications Plan, which was discussed by Health and Wellbeing Boards and Health Overview and Scrutiny Committees of the three local authorities, consultation

materials are available in hard copy, as well as via the STP consultation website. These materials have been made available in different formats and languages, on request.

We have commissioned an independent analysis of the feedback by an external organisation that is affiliated to The Consultation Institute.

This work will be completed between 26 March and 8 May 2018 when the outcome report will be published in full and will include an analysis of “reach”.

In the interim, before the final analysis has begun, we are able to provide a snapshot of activity at the current time and Members should note that it is common in public sector consultations for a significant number of responses to be received in the final week or days, which may change the current picture regarding feedback by each area.

3.2 Distribution

We have distributed consultation materials through the networks of the five clinical commissioning groups, the existing patient representative network associated with all health and care organisations and partners in the voluntary sector.

Activities include email notifications, information in newsletters and on websites, as well as social media platforms of all the health and care organisations and partners.

Examples of the types of places and groups in the distribution undertaken by the five CCGs in addition to GP practices and premises include:

Organisation	Examples
Basildon and Brentwood	Local dental committee, voluntary sector groups, charities, hospice
Castlepoint and Rochford	Citizens Advice Bureaux, fire stations, pharmacies, talking newspaper
Mid Essex	District and city councils, County Council Health and Wellbeing newsletter, patient reference group
Southend	Children’s centres, parish councils, libraries
Thurrock	Community Hubs, Breastfeeding Club, Over 60’s Lunch Club, sheltered housing

3.3 Raising awareness

The consultation has been widely publicised through the local media including television, radio and local newspapers in editorial coverage.

As has been previously discussed the use of social media has been employed as both a promotion and engagement tool with Facebook and Twitter than main platforms.

In terms of promotion sponsored advertisements on Facebook has allowed targeted adverts to be placed on news feeds highlighting “local” opportunities to get involved based on location, for example advertising events in Chelmsford to those who live there and have Facebook accounts.

It has also enabled relevant posts to appear targeting key demographics based on for example age, health workers, religious affiliations and gender.

As of March 1 2018 information about the consultation has appeared on the newsfeeds of more than 180,000 people through the combination of paid advertising and via the STP Facebook page and more than 170,000 via their Twitter feed.

Aside from both traditional and social media a cascade approach has been adopted through established channels using key communicators across a range of local networks to reach a variety of groups and communities.

Examples of this approach include a focus group session with Thurrock Diversity Network supporting people with physical and or learning disabilities, formal letters to traveller liaison groups, articles run in weekly CVS updates to their membership and postal mail-outs to patients on CCG engagement databases without email addresses.

Healthwatch Essex, Healthwatch Southend and Health Thurrock have also supported this community cascade approach. The variety of activities has included:

- Essex: social media cascade, out and about in the Chatterbox Cab
- Southend: Mailshots and shopping centre promotional stands
- Thurrock: Face to face events, visits to sheltered housing

3.4 Engagement

Participants are encouraged to use an online feedback questionnaire to submit their views, but we also invite feedback in any of the following ways:

- By letter or email
- Completing a paper questionnaire
- By attending a targeted focus group, where there is structured note taking
- By attending a larger “public” discussion event with structured note taking
- Over the telephone
- Posting and commenting via social media
- Attendance at meetings on request from community groups and partner organisations

We have also written to an extensive list of stakeholders, community groups, partner organisations, neighbouring STPs and condition specific support groups to ask them to respond formally with their views to the consultation.

As of March 1 2018 671 online surveys have been completed and 155 paper submissions with the top five highest responding postcodes being in order: SS1, CM1, CM2, RM1 and CM9.

This snapshot analysis shows a higher percentage of the online respondents are female and 39 per cent of respondents indicate they are in the 56 -75 bracket compared to 14 per cent in the 16 to 35 age group

To date eight letters have been received and 125 emails.

As previously advised we have commissioned a telephone survey to a representative sample of 750 of population of mid and south Essex. As requested the script of this survey has been circulated to members.

The methodology for getting a representative sample by phone works in three stages:

1. Set quotas based on Census 2011 demographic data and then use data, where possible, with demographic markers to enable targeted calls
2. As conducted the team monitor for how effectively the sample is matching the set quotas
3. To target specific groups or once a quota is filled they filter surveys so that, for example, they can increase the number of under 35's etc.

3.5 Reaching minority groups

In line with our cascade approach the CVS organisations have written to their members to raise awareness of the consultation and encourage participation. These networks include a wide range of advocates and representatives of minority groups and has resulting in direct invitation to attend groups such as Southend Ethnic Minority Forum and Transpire (LGBT).

Letters have also been sent to groups aligned with the nine protected characteristics requesting they consider the proposals from the perspective of those they support.

This includes groups such as Age UK Essex, Royal Association for Deaf People, Blind Welfare, Stonewall, Traveller Liaison, Roma Support Group, Peaceful Place, YMCA, and Family Action.

A number of focussed group discussions have also been undertaken and includes sessions with young mums, representatives of the Jewish community and diversity coalitions.

3.6 Update on discussion events

At the time of writing we have held 11 larger style discussion events, with 15 planned in total.

The table below offers a headline view of the events held and all feedback gathered during these sessions will be incorporated into the independent feedback report.

Event	Booked	Est. Attendance	Broad themes
9 January (Chelmsford):	18	25	<ul style="list-style-type: none"> • support for the acute proposals • Concern at capacity in primary care
16 January (Wickford):	19	30	<ul style="list-style-type: none"> • Understand the need for change • Concerns about

			<ul style="list-style-type: none"> transport Funding needed for local primary care provision
17 January (Billericay):	9	35	<ul style="list-style-type: none"> Support for acute proposals Concerns around access to local community and primary health services
24 January (Thurrock):	59	60	<ul style="list-style-type: none"> Perceived loss of services from Orsett Transport for patients and families
31 January (ARU, Chelmsford):	73	30	<ul style="list-style-type: none"> Transport concerns in particular for renal patients High support for stroke proposals Concern at workforce challenges
7 February (Braintree):	16	30	<ul style="list-style-type: none"> Perceived as privatisation of NHS Concern over funding Clarity sought on future of Braintree Hospital future
8 February (Southend):	105	150	<ul style="list-style-type: none"> Perceived as cuts to services Concern over funding across NHS Transport both clinical and family Workforce challenge Over 100 submitted questions at end of event
20 February (Canvey):	85	50	<ul style="list-style-type: none"> Access to primary care Ambulance provision Funding
21 February (Brentwood):	29	30	<ul style="list-style-type: none"> Under utilisation of Brentwood Community Hospital Support for centres of excellence

			<ul style="list-style-type: none"> Concerns on access to primary care
27 February (Basildon):	49	25	<ul style="list-style-type: none"> Concerns around access to primary care Perceived privatisation Concerns regarding funding
28 February (Maldon): Postponed due to venue being closed due to weather	49	0	
6 March (Thurrock)	14	45	<ul style="list-style-type: none"> Concerns regarding funding Loss of services at Orsett and in Thurrock generally Transport concerns
7 March (Rayleigh)	63	tbc	
7 March (Southend)	126	tbc	
8 March (South Woodham Ferrers)	23	tbc	
21 March (Maldon)	tbc	tbc	
Total	737		

*Estimated attendance numbers are included as not all participants wish to sign in

3.7 Responding to feedback

Throughout the consultation the team has responded to a number of requests and based on feedback received undertaken additional activities. Examples of this include:

- Additional events put on in Southend and South Woodham Ferrers
- Produced a video on the Orsett proposals
- Produced summary sheets on stroke, finance and transport
- Extended the deadline for responding to the consultation to March 23 2018
- Revisited GP practices to ensure materials are on display
- Undertaken paid advertising in the local media to promote the extended time frame

4 Background papers

- Telephone survey script
- Published update on transport

- Questions and answers published from Southend event 8 February.

For further background information please visit www.nhsmidandsouthessex.co.uk