



Mid and South Essex
Integrated Care
System



Mid and South Essex

Shoebury Health & Wellbeing Hub

Choosing a preferred site



The process

To date:

- Comprehensive options appraisal of possible sites
- Local engagement with residents through a variety of channels
- Identified a preferred location option

Next steps

- Service model
- Business case

Five identified sites

1. Shoebury Health Centre
2. The Garrison
3. Shoebury House
4. Thorpedene
5. North Shoebury

An extensive site evaluation report was produced which identified five possible sites



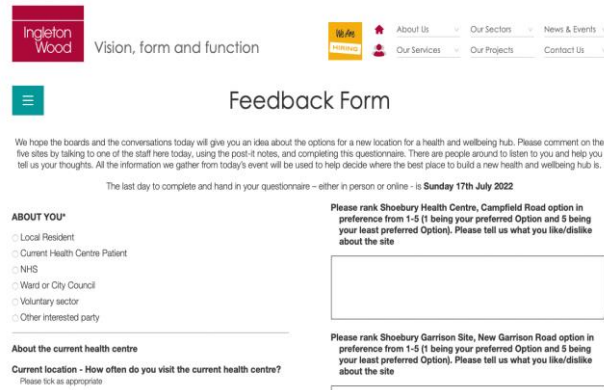
Community engagement

Worked in partnership with SAVS, Shoebury Residents Association, Local Councillors, and the Patient Participation Group (PPG) Chair to gain insights and target specific locations

15 June – 17 July

Online questionnaire

- 429 responses
- Live from 15th June-17th July



The screenshot shows a web page for 'Ingleton Wood' with a navigation menu and a 'Feedback Form' section. The form includes instructions for users to rank options for a new health and wellbeing hub. It features a 'Feedback Form' title, a paragraph of instructions, and two ranking sections with text boxes for user input.

16 June

Community event

- 58 paper questionnaires
- Post-it activity (likes and dislikes on each site on an open board)



7 – 8 July

Intercept interviews

- 93 interviews
- 9 locations around Shoeburyness – Asda, Thorpe Bay station, TrustLinks, Food Bank, Salvation Army, Friars Family centre, Hub151, Baptist Church, Children's Centre



11 – 17 July

Social media and digital

- SMS to existing practice patients
- Geo-focused, targeted facebook ads



Community engagement reach

Engaged with over 500 residents

429 Online questionnaire responses

2,357 direct link

Business cards, flyers, text messages

151 Resident conversations

58 community event

93 intercept interviews

14 organic

Website browser search

390 referral

Facebook, MSE website, LinkedIn

- From the Facebook advert:
- **Total number of people reached:** 18,392
 - **Total number of times ads shown:** 93,523
 - **Total number of times ads shown to average per person:** 5.08 times
 - **Total number of times link was clicked:** 1,146
 - **Total number of people who clicked the link:** 884

Preferred site

Shoebury House

Because:

- residents prefer it
- sufficient space for expansion (working with partners)
- on bus routes
- in the heart of the community
- not far from existing site
- lower flood risk and options to mitigating flood risks,
- some funding already available from insurance which we can build on





Please join us for a Q&A
session with our Estates
Team and Architect firm
Thursday 1st September at
3.30pm

Joining link: [Click here to join the meeting](#)

Any further questions: sarah.mills45@nhs.net