



# Health Scrutiny Panel

## 25 September 2014

<b>Report title</b>	<b>Provision of planned care services by The Royal Wolverhampton NHS Trust at Cannock Chase Hospital – public consultation interim report</b>	
<b>Cabinet member with lead responsibility</b>	Councillor Sandra Samuels Health and Well Being	
<b>Wards affected</b>	All	
<b>Accountable director</b>		
<b>Originating service</b>	The Royal Wolverhampton NHS Trust and Wolverhampton Clinical Commissioning Group	
<b>Accountable employee(s)</b>	Maxine Espley Noreen Dowd	Director of Planning & Contracting, RWT Interim Director, WCCG
	Tel	01902 695944
	Email	Helen.davis4@nhs.net
<b>Report to be/has been considered by</b>		

---

### Recommendation(s) for action or decision:

The Panel is recommended to:

1. Note the progress of the public consultation and the breadth of the communication and engagement plan underpinning the consultation

## 1.0 Purpose

- 1.1 To provide the Health Scrutiny Panel with an update joint consultation being run by The Royal Wolverhampton NHS Trust (RWT) and Wolverhampton Clinical Commissioning Group (WCCG) on proposals to move some planned care services to Cannock Chase Hospital. This will follow the transfer of Cannock Chase Hospital to RWT as part of the acquisition of services and estate from Mid Staffordshire NHS Trust.
- 1.2 A public consultation is currently running from 18 July to 17 October 2014. This has been extended from nine weeks (as approved by Health Scrutiny Panel) to 13 weeks in order to allow a maximum number of local people to get involved.

## 2.0 Communications and Consultation approach

### 2.1 Consultation events

Four local 'round table' events are being held. These have been spread across Wolverhampton's three localities (SE, SW and NE) and the city centre, and comprise approximately 50 places. The sessions allow people to learn about the plans and take part in a discussion exercise. They are:

- Wednesday 6 August, 6–8pm, Mercure Wolverhampton, Penn Road.
- Tuesday 12 August, The Workspace, All Saints Road, Wolverhampton.
- Tuesday 2 September, Wolverhampton Science Park.
- Wednesday 8 October, 6-8pm, The Molineux.

The final event has been added following the extension to the consultation period. The attendance at the events has been good with more people attending than had booked. We anticipate that this will be the case for the final meeting given the further promotion of the consultation.

### 2.2 Communications

Raising awareness of the proposals and the opportunities people have to get involved is of prime importance. To ensure we do this we have set a comprehensive communications schedule (shown below) that helps us to promote the consultation and make sure that as many people as possible take the opportunity to comment on the proposals:

Type of communication	Description	When
Website	A consultation website has been established in order to provide information about the consultation. Contains documents in a range of community languages. Information is also posted on RWT website	18 July 2014
Letter to councillors, MPs, Healthwatch, GPs, providers	This will provide notice of the consultation (outline proposals have already been shared with some of these bodies)	18 July 2014

Staff message within RWT/WCCG	This will provide notice of the consultation	18 July 2014
Joint press briefing and/or news release – launches consultation	Brief provided to the media with a follow-up option of a face-to-face briefing	18 July 2014
Announcement on the start of the consultation to be sent to all stakeholder groups (see lists in section 4)	To be sent by email with a link to the web resources.  To be added to the Wolverhampton One City database.	18 July 2014
Poster and copies of the consultation document to be sent to GP practices, hospital waiting areas and other community venues	Summarise the consultation process and set out how people can get involved.	18 July 2014
Email	Consultation information sent to relevant groups	18 July 2014
Media coverage – Express & Star	A number of articles have been published. A journalist attending one of the public events	Ongoing
News release – round-table events	Inviting residents to have their say, messaging about reasons for consultation, why it's important people get involved. Where and when. Highlight other ways people can get involved if they can't attend on the day.	28 July 2014
Email reminder	Reiterate key messages. Sent to: <ul style="list-style-type: none"> <li>• Healthwatch</li> <li>• WVSC</li> <li>• Staff/members within WCCG/RWT/Wolverhampton City Council</li> <li>• RWT patient members</li> <li>• CCG patient members</li> </ul>	28 July 2014

Email to carers' groups	A reminder of key messages send to recipients of the carers' newsletter	30 July 2014
Signal radio interview (Maxine Espley)	Maxine Espley took part in a 5 minute interview on Signal 107 radio to promote key messages and opportunities to get involved.	30 July 2014
Information stall at Family Fun day event, Lowhill	An opportunity to meet with local residents at Low Hill and share/discuss proposals and promote the engagement events	7 August 2014
Email reminder for open events	Reiterate key messages. Sent to: <ul style="list-style-type: none"> <li>• Healthwatch</li> <li>• WVSC</li> <li>• Staff/members within WCCG/RWT/ Wolverhampton City Council</li> <li>• CCG patient members</li> </ul> <p>To update people on the consultation.</p>	13 August 2014
BBC WM radio interview	Gwen Nuttall took part in a live radio interview to promote key messages and opportunities to get involved.	15 August 2014
Update media release	To update people on the consultation	w/c 18 August 2014
Wolverhampton Today (social media)	A story added to the council's Facebook page having almost 30k followers	w/c 18 August 2014
Follow up calls to patient and public groups	Courtesy call to check receipt of document, respond to any queries and offer meetings.	w/c 18 August 2014
Pop up event – Mander Centre	Opportunity to promote key messages and opportunities to get involved	28 <sup>th</sup> August 2014
Consultation documents	Further consultation documents sent to all practices, libraries, community clinics, pharmacies and dentists.  A new poster has been shared to promote the new event date and consultation documents have been redesigned to include the new consultation end-date.	1 September 2014
Health & Wellbeing	RWT/WCCG directors presentation to the	3 <sup>rd</sup> September

Board meeting	H&WB on the proposals	2014
Signal 107 radio campaign	A radio campaign with 1 minute messages that will play out multiple times per day will take place on Signal Radio (107 FM) to highlight the consultation and opportunities to get involved.	w/c 15 September
wcfFM – radio interview	To address questions/comments highlighted by the community to the radio station	w/c 15 September 2014
Equality survey	To seek views from hard to reach groups and those with protected characteristics	15 September – 17 October 2014
Email reminder for open events	Reiterate key messages. Sent to: <ul style="list-style-type: none"> <li>• Healthwatch</li> <li>• WVSC</li> <li>• Staff/members within WCCG/RWT/ Wolverhampton City Council</li> <li>• CCG patient members</li> </ul> <p>To update people on the consultation.</p>	15 September 2014
WCCG AGM	Opportunity to promote key messages and opportunities to get involved	16 <sup>th</sup> September 2014
Healthwatch meeting	Executive teams from RWT/WCCG to meet Wolverhampton Healthwatch Board members to discuss the proposals	22 <sup>nd</sup> September 2014
RWT AGM	Opportunity to promote key messages and opportunities to get involved	29 <sup>th</sup> September 2014
Media release	To highlight people have just under three weeks to get involved	w/c 29 September
Tweets to the CCG's 2,351 twitter followers	To highlight forthcoming consultation events	Weekly
End of consultation		

## 2.3 Outreach

As part of the radio campaign with Signal Radio, street teams will be attending a number of local places to share information and speak to people about the proposals. Dates are to be decided but the locations will be:

- Bilston Market
- Wednesfield Market
- Bentley Bridge
- Wolverhampton Market
- Tettenhall Village Centre
- Whitmore Reans Shopping Centre

## 2.4 Equality and diversity research methodology

As part of the equality impact assessment, a survey is being undertaken with the city's key equality and diversity groups, cascaded through the Equality and Diversity Forum. To date we have:

- Used the document that formed part of the Trust Special Administrator's report on Mid Staffordshire FT and the document that formed part of the work on Urgent & Unscheduled Care in Wolverhampton to inform our approach
- Ensured our contact and engagement plan fully covered all groups within the protected characteristics
- Ensured our proposals take account of equity of and access to services
- Ensured our feedback mechanisms capture information that will support the final HEIA action plan

## 3.0 Interim feedback

The consultation is a little over 8 weeks in and the responses and measures we have so far are as follows:

Website hits:	<b>1,545</b>
Facebook reach (number of people):	<b>34,025</b>
Facebook comments	90
Facebook shares	190
Facebook likes	135
Twitter reach (number of people/organisations):	2,351
Number of survey responses:	373
Attendance at events (as at 15 <sup>th</sup> September)	127

A quantitative update mid-way through the consultation can often mislead as the final outcome may vary owing to wider reach gained and greater explanation made on the case for change. There have been wide ranging comments so far:

- Main theme is transport – people are worried about the impact and cost of travelling, especially for those who use public transport. People want to know what support there

will be for friends/relatives of in-patients at Cannock Chase Hospital. Some are concerned about the journey time of emergency vehicles between the two sites. Many people think Cannock is a greater distance from Wolverhampton than it is.

- Some people have concerns about how the Trust will operate across sites – issues of quality standards, data sharing, staffing patterns were highlighted.
- Some people are very positive and think this is the right thing to do
- Some people have already experienced services at Cannock Chase Hospital and think it is very good
- Some Wolverhampton patients already have treatment at Cannock eg renal dialysis, eye surgery

#### **4.0 Next Steps**

The public consultation runs until 17<sup>th</sup> October. During this time we will continue to actively promote the consultation and encourage people to have their say. Once the consultation has finished work will commence on analysing the responses from all sources and the preparation of the final report and Health Equality Impact Assessment. These will be presented to the Health Scrutiny Panel along with the responding action plan at the Panel's meeting in November.