

## Public Consultation Action Plan

### Introduction

NHS Brent Clinical Commissioning Group (CCG) is undertaking a programme of work to change the shape of service provision and intend to commission services that are patient-centred developed through improved pathways of care, and deliver the best health outcomes. As part of this programme, the CCG is undertaking a programme to re-commission some outpatient specialities. This is the second wave of specialities being considered for re-procurement and includes the following outpatient specialities: Musculoskeletal Services; Trauma & Orthopaedics; Rheumatology; and Gynaecology.

In supporting how these re-procured services should be delivered, the CCG is keen to elicit the views of patients and the public, together with other key stakeholders. We are keen to engage them in a programme of consultation which effectively reaches out across different population groups within the borough through a programme of consultation events which are proportionate to the proposed changes and in line with its statutory obligations.

The CCG has commissioned Mott MacDonald to facilitate a 3 month formal public consultation programme, in addition to the Integrated Impact Assessment.

The purpose of this document is to outline Mott MacDonald's plans to consult with the community on the proposed service changes. These plans will be updated and developed as the project progresses. However, in summary, the approach combines a range of activities designed for effective engagement and comprises the following key tasks:

- Consultation events;
- Online survey; and
- Deliberative focus groups with key patient groups/hard to reach groups.

It is important to note that a subsequent consultation on the draft specification will take place from April 2014. This does not form part of the present scope of work.

### Consultation Events

Consultation events, held in public spaces across Brent, will be used to promote the CCG's proposals and to encourage the wider public to provide their comments and views on these via survey questionnaires.

In total 6 public consultation events will take place between January and March 2014, incorporating:

- A permanent (non-staffed) public exhibition for the duration of the consultation period. Six A1 PVC boards outlining the service changes and how to take part in the consultation will be on display in a public space (such as a civic centre);
- One staffed public exhibition day using the same materials as set out for the non-staffed public exhibition; and
- Five staffed community road show events will take place in each of the five Brent districts. The road show events will use the same materials as the public exhibition and will take place for one day in each locality in either a retail area (shopping centre etc.) or public space (library etc.). NHS

Brent CCG and Mott MacDonald staff will attend each event to facilitate discussion and feedback, distribute the leaflet/questionnaire and promote the online survey.

The public exhibition/road shows will use two-way channels of communication to promote a ‘display, discuss, and decide’ approach with the attendees. At these events, representation will include both Brent CCG clinical or programme staff in order to explain the proposals and answer questions. Mott MacDonald staff will also be on hand to encourage the public to engage with the consultation either in-situ using the display boards and public consultation booklet or by directing them to the online survey and NHS Brent CCG website.

The exact locations of each event are to be advised by NHS Brent CCG and through linking in with Healthwatch Brent and the local patient and public engagement groups. All locations will be in areas of high footfall and the events will take place on weekends to ensure that an appropriate cross section of the wider and local communities can attend the events.

Mott MacDonald will book each event and design and print the relevant materials.

**Table 1.1 – Overview of Consultation Events**

Type	Location(s)	Venue	Date	Duration	Staffed	Materials	Target Demographic Group
Non-staffed public exhibition	Central Brent Area	Public space – i.e. civic centre, town hall, library, community centre etc. (TBC)	January – March 2014	Permanent for 3 months (TBC)	Non-staffed	6 x A1 PVC Boards Consultation booklet / questionnaire at each event	Wider community
5 x community road shows	Harness Kilburn Kingsbury Wembley Willesden	Retail space e.g. shopping centre or public space e.g. civic centre, town hall, library, community centre. A location with high footfall.	January – March 2014	1 day per event	Full 1-2 x NHS Brent CCG 1 x MM	6 x A1 PVC Boards Consultation booklet / questionnaire at each event	Local community
Staffed public exhibition	Central Brent Area	This will be held at the same location as the permanent public exhibition above.	March 2014	1 day	Full 1-2 x NHS Brent CCG 1 x MM	6 x A1 PVC Boards Consultation booklet / questionnaire at each event	Wider community

### ***Consultation Materials***

In collaboration with the CCG, Mott MacDonald will produce a consultation booklet. This booklet will include up to 8 A5 pages outlining the proposed service changes, including the case for change, advertising the dates/locations of the public exhibitions / road shows, and a questionnaire and freepost return envelope that can be detached from the booklet. A Quick Response Code (QR) code and link to an online survey will also be included (a QR code allows smart phone users to scan an image to automatically be routed to the online survey website). We will use existing mailing lists of the CCG to initially issue the consultation booklet.

Copies of the consultation booklet will be available at the public exhibition / road shows. At each public exhibition / road show, 6 x A1 PVC boards will be used to summarise the proposed service changes and outline how the public can respond / feedback their views.

### ***Publicity***

The dates and locations of the public exhibitions / road shows will be advertised on the NHS Brent CCG website and in the local press, for example, a half page advert will be placed in the Kilburn / Harrow Times etc. This will ensure that the general public in the Brent area are well informed of the consultation.

We will also engage with key community, service user and stakeholder groups to ensure that representative groups (such as Healthwatch Brent etc.) are made aware of the consultation events and are given the opportunity to cascade information to their members. Alternatively, they will be able to submit a collective response to the consultation questions.

### ***Online Survey***

An online survey will be designed to elicit quantitative and qualitative feedback on the proposed service changes. Mott MacDonald will design and administer this online survey which will use the same questions as the paper questionnaire (contained in the consultation booklet). Those attending the public consultation events and/or in receipt of a public consultation booklet will be encouraged to complete the online survey. The survey link will also be publicised on the CCG website, in the various newspaper adverts and via community, service user and stakeholder groups.

The online survey will also collect demographic information so that it is possible to analyse results by geography and by different population groups.

We will also use existing email mailing lists provided by NHS Brent CCG and/or the various community, service user and stakeholder groups to raise awareness of the consultation. A covering email will be sent providing a brief overview of the consultation with links to the relevant area of the CCG website and a link to the online survey.

Upon receipt of any email contact lists, care will be taken to ensure the details are appropriate for such use, in line with the Data Protection Act.

## Focus Groups

The public consultation events will be supplemented by up to six deliberative focus groups, targeting a cross section of the community. These deliberative focus groups will be conducted in parallel to the consultation events.

The balance of each focus group will be informed by the Integrated Impact Assessment scoping report in terms of population profiling tasks and identification of those from protected groups who are most likely to be affected by the proposed service changes. Following the initial scoping report, a recruitment strategy will be produced that will detail the approach to recruiting respondents for the focus groups. The recruitment strategy is expected to utilise existing community, service user and stakeholder groups in addition to key community contacts in order to recruit members of the 'hard to reach' segments of community or specific types of service users, most likely to be affected by the proposed changes.

The focus groups will provide an opportunity for 'groups of interest' to consider the specific issues in detail and allow us to collect more detailed, qualitative feedback.

**Table 2.1 – Overview of Focus Groups**

Focus Group	Location	Venue	Date	Time	Participants	Target Demographic Group
Six	TBC	Hotel / library etc. (TBC)	January - March 2013	Evening	8 per group	TBC

Prior to the commencement of the focus groups the following preparation tasks are required:

Task	Comments
Identify target groups	Following the initial scoping report, Mott MacDonald (in discussion with the client team) will identify the particular groups for inclusion in the focus groups
Design and agree topic guide(s)	Using the same topic areas as the consultation questionnaire, Mott MacDonald will design a topic guide to elicit more detailed feedback on the proposed service changes and impacts on particular groups.
Design and agree recruitment strategy	Once the target groups have been agreed, Mott MacDonald will produce a recruitment strategy for each of the target groups.
Confirm focus group dates, venues and times	
Commence respondent recruitment	

Upon receipt of any email contact lists, care will be taken to ensure these are appropriate for such use, in line with the Data Protection Act.

## Deliverables

Responses from all consultation sources will be triangulated into a concise public consultation report which will summarise the consultation responses in a way suitable for all interested audiences.

These findings will then be used to inform the details of the draft commissioning specification for these specialties, which will then be subject to a further, separate consultation process.

## Your support

In support of our preparation, **we would seek your assistance** in ensuring that we engage appropriately with known patient group representatives and other key contacts.

Please provide details to [steven.marsh@mottmac.com](mailto:steven.marsh@mottmac.com)