



Northern, Eastern and Western Devon Clinical Commissioning Group

Your Future Care: public consultation and engagement

Operational Plan

The following document summarises the consultation and engagement approach to Your Future Care (YFC). It is intended to be read in conjunction with Your Future Care consultation document, available on the CCG's website.

Overall approach

We will target people likely to be affected by the proposals to ensure that they have sufficient information on which to feedback.

We will do this using a mix of mediums and forums, channels and media responding to feedback, ensuring that people have as much information as possible on which to consider our proposals.

Resources are limited and we must make the very best use of free mediums to bolster 'paid for' channels.

Responsibilities

The consultation and engagement programme is the responsibility of the CCG. However, it is working closely with NHS and upper tier local authority colleagues to implement the plan.

The CCG's communications team is responsible for the planning and implementation of the consultation plan and approach.

Broadly:

- 1) All communications outside YFC to be treated as business as usual
- 2) Liaison with MPs/elected representatives over the YFC programme are coordinated by the CCG.
- 3) Media and social media responses on YFC managed by a media protocol.
- 4) NHSE requests for information are coordinated by the CCG.

Reaching people and hearing views

Consultation and engagement events

Overall approach

The CCG is *engaging* with people across the NEW Devon area on the model of care – and *consulting* in Eastern Devon locality on a reduction in beds as a result of the new model being implemented.

In practice this means we are planning a higher number of consultation *and* engagement and events in Eastern Devon locality with fewer engagement only events outside of this area

Three types of event are planned

- 1) Public meeting format in cabaret style and,
- 2) Roadshow/s
- 3) "Pop Ins" inquisitive meetings with members of the public in public settings

Number of events

We will hold at least four events in each potentially affected community (7 communities in total). These are taking place in Exeter, Okehampton, Honiton, Seaton, Sidmouth, Exmouth and Tiverton.

In all other communities identified outside Eastern locality, we will hold one roadshow as a minimum.

There is potential for further public events in December in line with demand.

Timing

The events will take place from 24 October. This allows for just over 3 weeks from confirmation of CCG GB approval of consultation plans (28th September) and 2 weeks from the official start of consultation (7th October), allowing sufficient notice of dates and locations of events.

Purpose and rationale

Public events will be a discussion-based format which will allow for open conversation. To ensure we hear the views of as many people as possible – and manage the huge demand expected, these events will be ticketed and a small allocation of seats set aside for use on the day by people who will inevitably turn

up without a ticket. We recognise that the format reduces the number of people able to attend any one session and therefore we are setting up multiple events to mitigate this.

We will ensure that the message that it is necessary to book a ticket to guarantee a seat at each event but that everyone who would like to attend can attend. Additional events will then be set up according to demand. This message will be included in communication material about each event.

We will also:

- Have further events confirmed in the week following.
- Use presenters' time effectively arrange multiple events in nearby areas on the same day, minimise travel times.

The purpose of the roadshows is to make people more familiar with the success regime proposals in a less formal environment. They will operate as a drop in session, allowing for informal conversation between the public and key well informed individuals.

FEEDBACK FROM EVENTS WILL FEED INTO EXTERNAL COMMUNICATION CHANNELS

Location selection

Location selection was based on local knowledge together with approaches to Exeter City Council, Teignbridge District Council, West Devon Borough Council, Mid Devon District Council, and East Devon District Council, Plymouth City Council and West Devon Borough Council to identify suitable venues.

Minimum requirements;

- Capacity for over 100 (cabaret style) in all venues. Larger venues can accommodate up to 220.
- Have, or ability to accommodate, sound and projector equipment
- At least 50 parking spaces plus additional if required
- Disabled access
- Chairs and tables
- Access to refreshment facilities

Proposed Locations

East Devon;

- Exeter
 - City Centre
 - Near Alphington
 - o Near Pinhoe

- Moretonhampstead
- Okehampton
- Crediton
- Tiverton
- Cullompton
- Dunkeswell
- Chagford
- Woodbury
- Princetown (Dartmoor)
- Honiton
- Axminster
- Seaton
- Sidmouth
- Budleigh Salterton
- Ottery St Mary
- Exmouth

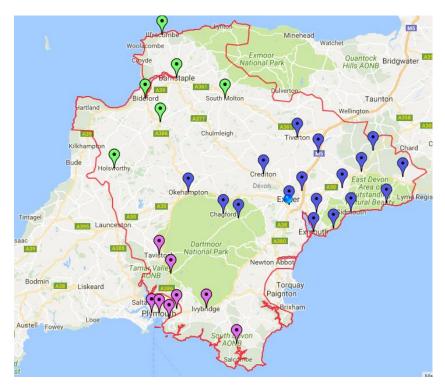
North Devon;

- Ilfracombe
- Barnstaple
- Bideford
- Torrington
- Holsworthy
- South Molton

West Devon;

- Plymouth
 - o South City Centre/Mount Gould
 - West near Devonport/Keyham
 - North near Derriford.
 - East near Plymstock.
- Kingsbridge
- Ivybridge
- Tavistock
- Yelverton

The locations can be seen on the map below;



Dates - Public Meetings

The first phase of public meetings have been arranged for the Eastern locality.

These will be advertised widely, including in local media, through stakeholder newsletters and key stakeholder contacts. We will also be working with CCG Community Representatives to ensure local communities are aware of the opportunities to be involved. Details will also be published on the CCG website and promoted through social media. Where there is demand, further events will be added. **See flyer for events in Appendix 1.**

Dates – Roadshows

A full programme of roadshows (30+) is scheduled to take place across all three of the CCG's localities during November and December. Details for these will be published shortly.

Attendees (proposed)

Roadshows (see approach below)

- Clinician/s
- Manager/s
- CCG and provider communication team members
- HR representation
- Lay member/community representative

Public event (see approach below)

- Independent chair
- Angela Pedder or Ruth Carnall or Laura Nicholas or Rebecca Harriott
- Clinician/s
- Manager
- Plus in attendance, CCG and provider communication team representation HR representation, eastern locality administrative support, lay member/community representative

Approach

A 'pool' of potential speakers at events is being collated and approaches made by phone and email.

'Pop Ins'

'Pop Ins' are a means of face to face engagement with local communities that will help us capture feedback from people who may not be able to access the consultation document through other routes. 'Pop Ins' consist of a member of staff visiting various locations and speaking to members of the public about the consultation and encouraging them to complete the response form.

The locations being targeted are primarily in the eastern locality of NEW Devon CCG and the populations specifically aimed at are the frail elderly. This is aligned to the over-arching communications and engagement strategy.

Our programme of 'Pop Ins' began week commencing **Monday 24 October** and continues throughout the period of public consultation.

The locations range quite widely and are intended to cover those places most likely frequented by our target audiences. They will include locations such as:

- Supermarkets (Tescos, Morrisons, Marks & Spencer, Lidl etc.)
- Garden centres
- Memory cafés
- Senior citizen's clubs/lunch clubs
- Leisure centres

The above programme of 'Pop Ins' will be planned and carried out by the CCG's Communications Team.

Key stakeholders

Key stakeholders have been identified and appropriate channels have been identified and are being used.

Overview and Scrutiny Committee (OSC), district council and town council approach

We are attending Devon County Council and Plymouth City Council health OSC and district OSC council events, where required to do so.

We are also attending the health and wellbeing board meetings.

We will prioritise attendance at town and district council meetings in addition to the public meetings.

Consultation responses

Consultation responses will be received by the consultation response unit (CRU), within the CCG. Questionnaires can be completed online, posted or emailed. People may also ask the CRU to fill in the details on their behalf.

CONSULTATION RESPONSE UNIT

- 1. CONTACT NUMBER IS 01392 267 642
- 2. FREEPOST Your Future Care (no stamp required)
- 3. d-ccg.yourfuturecare@nhs.net

Answering questions

Consultation Reponses officers will deal with all enquiries, recoding them on a spreadsheet and responding. Most enquiries should be able to be answered using the pre-prepared Q&A but others will follow a PMO tracking process. Weekly reports will be produced showing the numbers of enquiries and progress towards answering. These will then feedback into the Q&A which will be updated every Friday during the consultation period.

Handling and analysis of responses

Responses will be collated by the consultation response officers using online questionnaire software. This software also provide partial analysis. More detailed analysis of feedback, particularly in relation to the rich information within text fields, will also take place.

Consultation documents and distribution

Documents

There are two types of consultation document:

- 1) 60-page consultation document and,
- 2) 12-page summary consultation document

There are 187,000 homes in the eastern Devon area.

We have printed approximately 15,000 of the full document and 100,000 of the summary document. These will be accompanied by a questionnaire response form and FREEPOST envelope for return.

Distribution

We recognise that people's time is limited and therefore aim to use the summary document to meet their needs. The summary document includes details of where to obtain a copy of the larger document – and vice versa. Both include reference to copies on the CCG website.

We are targeting the distribution of the summary document to people who are most likely to be affected by the proposals. These are mainly the elderly and frail and people now in their late middle age.

We will therefore distribute the summary document via the following locations:

- Residential and nursing homes
- GP surgeries
- Community hospitals
- Pharmacies
- Churches and church halls
- Post offices
- Garden centres
- Acute hospitals
- Libraries
- Hairdressers
- Memory cafes
- British Legion
- Bingo halls
- Retirement villages
- Flyer distribution outside M&S, Lidl, Sainsbury, Tesco and other supermarkets

We will distribute copies of the both the summary and the full document to:

- GP surgeries
- Libraries
- Community and Acute hospitals
- Healthwatch
- Council offices
- Leisure centres
- Provider organisations with members (Foundation Trusts, GP practices etc.)

Social media

We expect huge social media interest.

We will use social media to:

- **Listen** to what people have to say
- To ensure we provide open, honest and transparent *feedback* and timely responses to questions posed
- Enable *two-way dialogue* in real time for instance whilst events take place and questions arise (these will also be documented)
- To provide up-to-date *information*

The nature of a consultation at this scale makes the driver for social media about breadth and depth. To provide as many channels as possible to encourage, promote and engage in meaningful conversations and dialogue with people.

Our key objective to ensure that everyone who wants to has the opportunity to have a say, have a voice. Not everyone can attend face-to-face meetings, pick up a phone or write a letter – however many have a spare ten minutes to send a tweet or post an Instagram pic. This type of resource is time efficient, can provide a level of anonymity (if required) and is in real-time.

We are calling our social media platforms digital rooms – these are essentially rooms online that enable and encourage conversations, feedback and information to be shared.

The aim of our digital room, is to:

- Build a community of people online to collect feedback and knowledge of our services across Devon
- To provide information, up-dates and feedback
- Enable engagement with the consultation in real time using online tools

- To engage with local online pressure groups to help discuss consultation information, particular topics or subjects and to correct any misinformation
- To provide specialist input if appropriate, for instance from our local clinicians

CCG employees, provider and social care staff should contact the communications team if they have any queries, questions or feedback on how they should use social media sites, or if they have any feedback on how the organisation should use its corporate sites.

The communications team are the guardians of the corporate sites and responsibility of those sits with them.

Tools

The digital rooms currently used by NEW Devon CCG include Twitter, Facebook, YouTube and our website.

Other channels that may be considered include – individual blog sites for clinicians, Instagram, snap chat – *this will be reviewed based on need.*

Voice

It is important that the messages, conversations and information provided is authentic and not deemed to be a corporate voice – otherwise it may appear contrived. Where this has worked well for other NHS organisations is when it feels like real people talking and engaging in conversations.

The CCG communications team will set up a hashtag and series of consultation specific sites where people can proactively contribute. This will highlight why they are involved in the consultation and the benefits locally that could be seen, examples and case studies (ensuring that nobody is mentioned who has not agreed) will support this type of activity. Twitter handle: #yourfuturecare

Messaging

Messaging – we will post questions, answer queries, provide useful information, keep an up-to-date track of events (including Q&As), stats or data – a general view of the consultation as it progresses.

The sites should provide information on events, dates, times and locations – where we can provide immediate responses we will. They should also be used as a way of keeping those who cannot attend meetings in a face-to-face capacity up to date with current thinking.

Proactive opportunities to promote our social media channels include;

- Consultation events
- Enquiries from people
- Promotion on websites and throughout all of our digital channels
- Through our key stakeholders
- Commissioners GPs and wider health family

Reactive handling

Enquiries

Everyone will receive a response, when that can't be provided immediately a timeframe will be given as to when. Anything deemed a potential breach of patient confidentiality, is offensive or inappropriate will be discussed with the Governance team and managed off line. Enquiries, comments or requests that may be considered FOI will be handled as such with advice from the FOI officer.

Media

Any media outlets contacting us through social media sites will be directed through the usual press handling within the CCG communications team.

Addressing campaign groups

Where we can appropriately provide a clinician or other nominee to contribute to the social media group, where we can provide advice to provide clarification and avoid misinformation we will do so.

CCG social media contacts list – the communications team will endeavour to create a list of those clinicians and officers who are active on social media sites, that they use in a work capacity, or are willing to use during the consultation. This will leverage any opportunity for retweets, engagement and support for the consultation.

Website

The YFC website will be the main public repository of information. All communications will feature the address: www.newdevonccg.nhs.uk/about-us/your-future-care/102019

As a minimum it will contain:

- YFC full consultation document
- YFC summary consultation document (when ready)
- YFC consultation plan
- YFC consultation online questionnaire
- YFC consultation questionnaire (hard copy to download)
- YFC evidence file (when ready)
- YFC pre-consultation business case (PCBC)
- YFC newsletters
- Case for change
- Details of all consultation events
- Details of all engagement events
- Press releases
- Publications and related videos

Operational briefing

YFC operational briefing

All heads of communications across the NEW Devon CCG area have been invited to attend daily operational calls with the CCG.

These have been taking place since mid September and will continue throughout the consultation period.

The YFC operational group is supplemented by monthly communication and engagement strategy meetings, providing a link with Sustainability and Transformation Plan communications.

FOI operational group

FOI group receives information from the daily YFC operational communication group for coordination purposes only. Members link with PMO and providers to check veracity of information before release.

Operational communications group

All YFC operational communication activity (feeding channels) is coordinated through the CCG's operational communications group.

Launch plan

The plan below sets out key dates, decisions and actions required in the immediate lead up to and following the launch of consultation. The aim is to have one plan for the consultation that all parties can work to, to ensure effective coordination (booked roadshows appear in non-bold with more to add).

		CONSULTATION	
DATE	MEETINGS	EVENTS (PUBLIC MEETINGS BOLD - ROADSHOWS NON- BOLD)	KEY DECISIONS / ACTIONS
w/c 3 Oct LAUNCH WEEK	 6/10 – Clinical Cabinet 7/10 East Devon District Council annual event –Hugo Swire MP or Neil Parish MP usually attend Angela Pedder speaking 	meetings and road show events commence w/c 7 November	 5/10 Consultation document, response form and Freepost envelope go to print 6/10 Consultation website prepared for go live – includes consultation document, online response form, FAQs, contact us, list of public events Reactive Q&A agreed Media and social media plan agreed 7/10 Consultation document distribution begins (hand delivered to libraries, council offices, community hospitals etc.). Letter and consultation document emailed to key stakeholders – MPs, GP practices, Leagues of Friends, Scrutiny / Health & Wellbeing Boards, Healthwatch CEO / Chair, Community representatives Consultation website goes live Launch press release issued -
			spokespeople on hand. This will

			 announce the programme of public meetings Consultation posters distributed (GP practices, libraries, hospitals, pharmacies, supermarkets, leisure centres. Send to scrutiny contacts) Consultation event plan put into action eg presentations, meetings, briefings roadshow, hard to hear focus groups, internal staff briefings etc. (NB: consultation log to be constantly updated capturing all meetings to evidence consultation) Consultation response unit mobilised – log set up; mailbox monitored; team familiar with Q&As standard holding responses agreed Finalise and publish summary
w/c 10 Oct (Launch +1)	 11/10 – North Devon PPG Network 13/10 - PPEC 	 N/A – public meetings and roadshow events commence w/c 7 November 	 document Large print and audio versions etc. available Preparation for events – banners, Q&As, speaker notes, equipment booking Focus group events planning with OPM and Healthwatch On-going media work – proactive media briefings to communicate key messages as well as monitoring and reactive responses Working with partners to encourage people to respond to consultation document e.g. council news articles, etc.
w/c 17 Oct (Launch +2)	 19/10 – Plymouth City Council Health and Wellbeing Board 19/10 STP Strategic Engagement Forum 20/10 - Clinical Cabinet 21/10 – North Devon 	 N/A – public meetings and roadshow events commence w/c 7 November 	 Print banners Brief public event speakers / facilitators On-going proactive and reactive media, political and stakeholder relations
	Community Representativ		

	es Network				٦
	• 27/10 - PPEC	N/A – public			-
w/c 24 Oct (Launch +3)	(informal)	meetings and			
	Pop In events	roadshow events			
	<u>-</u>				
	in Eastern	commence w/c 7			
	locality	November			4
	• 3/11 – CCG				
	Governing				
/2 04 0 24					
(Launch +4)		commence w/c 7			
		November			
	in Eastern				
	locality	- N			4
	0/44 5	• 7 November –			
	• 8/11 – Devon	Knowle, Sidmouth			
	Health and	1300-1530 and	•	Events support and staffing	
/- 7 N	Wellbeing	1730-2000	•	On-going proactive and reactive	
w/c 7 Nov	Scrutiny	8 November –		media, political and stakeholder	
(Launch +5)	Committee	Ocean, Exmouth		relations	
	 Pop In events 	1330-1600			
	= 0.0.0	 10 November – 			
	locality	Beehive, Honiton			
		1000-1230			_
		 14 November – 			
		New Hall, Tiverton			
		1000-1230 and			
	• 15/11 – Devon	1330-1600		Constant and staffing	
	Parent Carer		•	Events support and staffing	
w/c 14 Nov	Voice	Charter Hall,	•	On-going proactive and reactive	
(Launch +6)	(Buckfast)	Okehampton 1400-		media, political and stakeholder	
,	 17/11 - Clinical 	1630 and 1700-		relations	
	Cabinet	1930			
		• 18 November –			
		Whipton Community			
		Hall, Exeter 1430-			
		1700 • 21 November – St			\dashv
	• 23/11 –	Lukes College, Exeter 1800-2000			
		• 22 November –	•	Events support and staffing	
w/c 21 Nov	Plymouth		•	On-going proactive and reactive	
	Wellbeing Overview and	Exmouth College 1730-2000		media, political and stakeholder	
(Launch +7)	Scrutiny	24 November –		relations	
	Committee	Gateway, Seaton			
	Committee	1400-1630 and			
		1730-2000			
w/c 28 Nov	 29/11 - Devon 		•	Events support and staffing	1
(Launch +8)	Parent Carer	Beehive, Honiton		On-going proactive and reactive	
(Laanon To)	i dioni odici	Doorn'vo, Florinton		or going productive and reductive	

	Voice (Barnstaple) • 1/12 - Clinical Cabinet	1200-1430Roadshow dates to be confirmed	media, political and stakeholder relations
w/c 5 Dec (Launch +9)		 Roadshow dates to be confirmed 	
w/c 12 Dec (Launch +10)	 13/12 – Joint Engagement Board 15/12 - Clinical Cabinet 	 Roadshow dates to be confirmed 	
w/c 19 Dec (Launch +11)	•	 Roadshow dates to be confirmed 	
w/c 26 Dec (Launch +12)	 29/12 - Clinical Cabinet 		
w/c 2 Jan (Launch +13)	05/01/17 –CCGGoverningBody		

Media plan

The draft consultation document was published on 21 September for the Governing Body meeting on 28 September prompting a wave of initial local media coverage.

Proactive coverage was sought and achieved in key media (including BBC Spotlight, ITV and the Western Morning News) and we continue to target key media.

We will work with media looking at challenges in the NHS, working with heads of communications to coordinate and organise case studies etc.

Launch

Given the backdrop of the GB decision and heightened media around this, the plan for the 'launch' of the consultation is relatively low key from a media perspective, consisting of a press release confirming consultation launch issued to key titles. This will also list the public meetings that will take place during the 13-week consultation period. Media interviews will also be offered.

Clinicians will act as lead spokesperson for broadcast and print media to promote New Models of Care.

A rolling reactive Q&A has been agreed for use to guide responses to enquiries and this will continue to be updated throughout the consultation period as new questions come in.

Proactive

Our proactive approach falls into five distinct phases:

- 1) Pre-launch and immediate post launch: Focus on case for change and drivers
- 2) Post launch: Focus on advertising events and options
- 3) From start of events: Promotion of case studies in support of the model of care
- 4) Towards end of consultation: Continued promotion of case studies in support of the model of care with encouragement to have say before deadline
- 5) Post consultation: Focus on next steps and decision-making

Approach

The media approach during consultation will be as follows:

News media will be kept informed with press releases and interviews provided as appropriate.

Media enquiries will be handled as swiftly and accurately as possible, with inaccuracies challenged and rebutted, based on a set of agreed and updated Q&As.

Media protocol in place; all media enquiries about YFC to be sent to the CCG communication team for a response.

A daily news digest of coverage is sent daily to CCG staff with open invitation to provider staff circulated via heads of communications

Local newspaper adverts may be considered as a way of providing information about consultation and engagement events should local coverage (and poster information) need to be bolstered.

Press releases can be found here.

Media training

Media training is on-going and so far a range of clinicians have been trained in a programme that will continue through the early phase of consultation.

Author: Nick Pearson, Head of Communications Executive Lead: Janet Fitzgerald, Director of Corporate Affairs 25th October 2016

Appendix 1: Flyer for public events

'Your Future Care' consultation





NHS Northern, Eastern and Western Devon Clinical Commissioning Group is working to improve your future care by:

- Providing more care in people's homes
- Avoiding hospital admissions where possible

As part of this work, we are running a 13-week consultation on the best places for community hospital beds in Eastern Devon

Register now to guarantee a place at one of our public meetings

Date	Time	Location
Monday 7 November	13.00 – 15.30	East Devon District Council, The Knowle, Station Road, Sidmouth, EX10 8HL
Monday 7 November	17.30 – 20.00	East Devon District Council, The Knowle, Station Road, Sidmouth, EX10 8HL
Tuesday 8 November	13.30 – 16.00	Ocean, Queens Drive, Exmouth, EX8 2AY
Thursday 10 November	10.00 - 12.30	The Beehive, Dowell Street, Honiton, EX14 1LZ
Monday 14 November	10.00 - 12.30	New Hall, Barrington Street, Tiverton, EX16 6QP
Monday 14 November	13.30 – 16.00	New Hall, Barrington Street, Tiverton, EX16 6QP
Wednesday 16 November	14.00 – 16.30	Town Hall, Fore Street, Okehampton, EX20 1AA
Wednesday 16 November	17.00 – 19.30	Town Hall, Fore Street, Okehampton, EX20 1AA
Friday 18 November	14.30 – 17.00	Whipton Community Hall, Pinhoe Road, Exeter, EX4 8AD
Monday 21 November	18.00 – 20.00	St Luke's Science and Sport College, Harts Lane, Exeter , EX1 3RD
Tuesday 22 November	17.30 – 20.00	Exmouth Community College, Green Close, Exmouth , EX8 3PZ (Main Hall at the Green Close site)
Thursday 24 November	14.00 – 16.30	Town Hall, Fore Street, Seaton , EX12 2LD
Thursday 24 November	17.30 – 20.00	Town Hall, Fore Street, Seaton , EX12 2LD
Tuesday 29 November	12.00 – 14.30	The Beehive, Dowell Street, Honiton, EX14 1LZ

Please register to guarantee your place.
Call 01392 356 084 or email d-ccg.YourFutureCare@nhs.net

Where there is demand, further meetings will be organised.