

Appendix 6: Consultation Process

1. Overall approach to consulting patients and the public

A public consultation was held over five weeks between 12 May and 15 June 2015. The communications and engagement activities delivered during this time were agreed by the CCG's Townlands Steering Group ("the Group") at its meeting on 30 April 2015. The membership of this group includes representatives of the CCG, the County Council, Oxford Health, the Royal Berkshire Hospital NHS Trusts, NHS Properties, EC Harris Consultants and the Chair of the Townlands Steering Group. The length of the consultation had been agreed by the Chair of the Oxfordshire Health Overview and Scrutiny Committee.

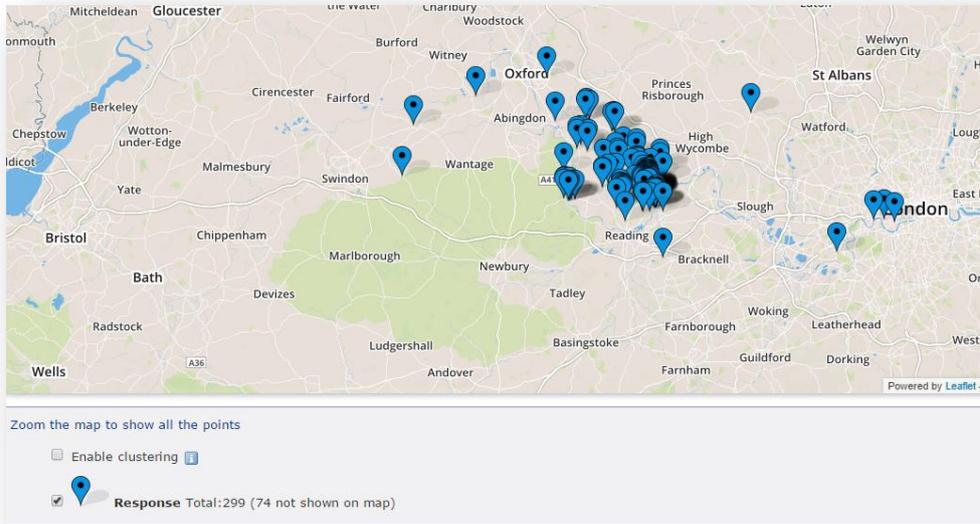
The group agreed that its preferred engagement approach would maximise the opportunities for greater discussion and exploration of the issues. With this in mind, it was agreed that a large, deliberative, consultation event should be held in Henley, complemented by the attendance of lead clinicians and project team members, at a range of patient, stakeholder and community meetings within the affected population, when the proposals could be presented and in-depth discussions take place.

In addition to the deliberative event and meetings, a questionnaire was developed to allow the public to give views on the overall principles of the proposed new model of care, as well as a number of open questions to allow respondents to respond fully.

Responses were invited from organisations and individuals with an interest in the proposals. A number of different ways to contribute views were offered, in order to maximise opportunities for involvement:

- Online and paper questionnaires were available, and a total of 324 completed questionnaires were received (205 postal and 119 online);
- A large deliberative event was held on 21 May 2015 in Henley attended by 111 people;
- Clinicians and members of the project team attended 5 Patient Participation Groups;
- Clinicians and members of the project team attended two public events held by the Group and Peppard Parish Council;
- 10 stakeholder meetings were convened;
- Written submissions (not using the questionnaire) were received from 34 individuals;
- Four drop-in sessions were undertaken in Henley.

The map below shows the spread of responses received:



The chart below shows the type of respondents, and whilst a significant number of respondents are Henley residents (206), only 39 respondents had previously used Townlands Hospital and only 9 respondents were carers for a patient that had previously used Townlands Hospital.

Please tell us about your interest in NHS services?		
I am a local resident of Henley-on-Thames		64% (206)
I am a patient that has previously used Townlands Hospital		12% (39)
I am a carer for a patient that has used Townlands Hospital		3% (9)
I work at Townlands Hospital		1% (2)
I am a member of NHS staff/work at a GP practice		2% (5)
I am an elected official, representing the views of my constituents		0% (1)
I work for an organisation which has an interest in Townlands Hospital		0% (0)
I have a general interest in health matters		10% (31)
Other- please state		8% (27)

2. Information Provided

The proposals were set out in the Townlands public consultation document (see Appendix 7). Consultation questionnaires in paper format were included with the consultation documents, but with the option of using an online version consultation tool via the Oxfordshire CCG website.

Information on the Townlands public consultation was provided in a dedicated section of the CCG's website. This section provided contact details for the consultation team and made available a range of documents about the proposals for Townlands Hospital, including the:

- Consultation document;
- Online questionnaire;
- Copy of the questionnaire to be downloaded and returned via the CCG's freepost address;
- Q&As (Questions and Answers) document;
- Evidence of the Ambulatory Care Model;
- Health Needs Assessment;
- "Modelling Step Up and Step Down Bed numbers in Henley" (provided to the Townlands Steering Group public meeting);
- "Social Care Working with Health Care in Henley" (provided to the Townlands Steering Group public meeting).

In addition to responding by means of the questionnaire, note was also taken of any emails, letters and telephone calls to the consultation team. Notes of meetings have also been included in the analysis of consultation feedback.

Printed copies of the consultation and associated documents were made available at all events, meetings and drop-in sessions. An electronic version of the consultation document was supplied to community groups, with the request for them to circulate questionnaires, and encourage their members to complete them.

A total of 600 consultation documents were distributed and made available at the Henley Library, the Minor Injuries Unit and on the ward at Townlands Hospital.

3. Publicity

The consultation was publicised in the following ways:

3.1 Local Media (TV, radio and print)

A number of press releases were issued throughout the consultation and made available on the CCG's website.

Date	Title	Distribution
11 May	Have your say on the new model of care for Townlands	ITV, Henley Standard, Jack FM, Oxford Mail and Herald Series, BBC TV and Radio, Heart FM, Reading Chronicle, Twyford Advertiser, GetReading and Caversham Bridge (community media channel)
19 May	Public encouraged to attend Governing Body Meeting in Henley on Thames	
3 June	Have your say on the new model of care for Townlands	

In addition to proactive media releases there was also the following media coverage of the consultation, which drew attention to the consultation, gave details of how to participate and CCG statements.

Date 2015	Media	
8 May	Henley Standard newspaper	Printed media
11 May	Henley Standard on line	http://www.henleystandard.co.uk/news/news.php?id=48491
12 May	BBC Radio Oxford	Interview by Dr Andrew Burnett
15 May	Henley Standard newspaper	Printed media
18 May	Henley standard online	http://www.henleystandard.co.uk/news/news.php?id=51015
22 May	Henley Standard newspaper	Printed media
22 May	Henley Standard	Printed media
26 May	Henley Standard online	http://www.henleystandard.co.uk/news/news.php?id=54162
29 May	Henley Standard	Printed media

Date 2015	Media	
	newspaper	
29 May	Henley Standard newspaper	Printed media
29 May	Henley Standard online	http://www.henleystandard.co.uk/news/news.php?id=41054
5 June	Henley Standard newspaper	Printed media
5 June	Henley Standard newspaper	Printed media
12 June	Henley Standard newspaper	Printed media, together with a letter from the Chief Executive of Oxfordshire CCG, providing a reminder of the consultation dates and encouraging anyone who wished to provide feedback, to do so before midnight on 15 June 2015.

3.2 Social Media

a) Facebook

Total number of posts	12
Total number of people reached through these posts	1,095
Total number of Likes, Shares and Comments	32

b) Twitter

Total number of tweets	19
Total number of impressions for Townlands Tweets (number of times users saw the Tweet)	8,980
Total number of engagements for Townlands tweets (number of times users interacted with the Tweet)	88

3.3 Websites

The consultation was promoted on the websites of the following organisations / bodies:

- Oxfordshire CCG
- Oxford Health NHS Foundation Trust
- Henley Herald
- Harpsden Parish Council
- Henley Business Partnership
- Woodcote Parish Council
- South News

- Shiplake Villages
- Henley Town Council

3.4 Community Organisations and Groups

A wide range of community groups were contacted with details of the consultation:

- The Henley Partnership Newsletter (366 members)
- Direct email to Healthwatch Oxfordshire members (circa 1000 members)
- OCCG Connect newsletter (600 subscribers)
- Direct email to people registered on Talking Health in the Henley and surrounding areas (196)
- Henley Rotary Club (approx. 30 members)
- University of the Third Age (U3A) in Henley
- Voluntary sector organisations in Henley, Marlow and South Reading, including: Community Impact Bucks, Marlow Information Centre, Marlow Childrens Centre, Marlow Peoples Action Group, Age UK Marlow, Diabetes UK, Marlow Youth Centre, Healthwatch Reading, Age UK Oxfordshire, MS Therapy Centre in Henley, Henley Talking Newspaper, Oxfordshire Mind, Parkinsons UK, Henley Good Neighbours, Indian Community Association of Reading and Wokingham, Reading Minority Ethnic Forum, MotherTongue, Pakistan Community Centre, Barbados & Friends Association (Reading), The St Vincent & Grenadines Association (Reading), Tithandizane (the Zambian Association of Reading), Reading Ex-British Gurkha Association (REGBA), Greater Reading Nepalese Community Association, Reading Refugee Support Group, West Indian Women's Circle, The Polish Club, Reading African and Caribbean Community Group, African Christian fellowship, Indian Community Association, the Jamaica Society.

3.5 Parish Councils

Henley Town Council circulated the consultation document and poster to the following parish councils:

Bix & Assendon, Twyford, Hambleden, Shiplake, Wargrave, Kidmore End, Harpsden, Watlington, Stoke Row, Nuffield, Swyncombe, Woodcote, Sonning Common, Rotherfield Greys, Goring, Remenham, Rotherfield Peppard, Goring Heath, Pishill with Stonor, Crowmarsh, Nettlebed, Highmoor, Chiltern, Dunsden, Checkendon, Sonning, Benson Charvil, Binfield Heath, Ewelme, Waltham St Lawrence, Little Marlow Parish Council, Marlow Bottom Parish Council, Marlow Town Council.

South Oxfordshire District Council, all Townland Steering Group Members, Windsor & Maidenhead, Wokingham Borough Councils, Wycombe District Council and Henley Town Council also received the consultation document and poster.

3.6 Posters

Posters advertising the consultation were circulated to 11 Oxfordshire and Berkshire GP practices and their Patient Participation Groups (PPGs) identified as being in the catchment area for Townlands, comprising a total patient population of 90,264 (according to the Health Needs Assessment).

Posters were displayed at the Townlands Minor Injuries Unit and on the Townlands Peppard Ward. A copy of the poster is available in Appendix 8.

3.7 Local Schools

Secondary and primary schools in Henley and the surrounding area were asked to promote the consultation to staff and parents. Emails were sent to the headteachers and school offices of the following schools, asking for the consultation document to be shared with staff and parents:

Sacred Heart School	Peppard Primary School
Bishopswood Special School	Shiplake Primary School
Henley College	Stoke Row School
Gillotts School	Trinity Primary School
Badgemore Primary School	Valley Road Primary School
Nettlebed Primary School	

3.8 NHS Staff

CCG staff, along with staff and members (over 7000) at Oxford University Hospitals NHS Trust and Oxford Health NHS Foundation Trust were notified via email and trust intranets.

4. CCG Deliberative Event and Public meetings

4.1 Deliberative Event 21 May 2015

A deliberative event held at Phyllis Court in Henley on Thursday 21 May 2015 between 6 pm and 9 pm was attended by 111 members of the public.

In keeping with the agreed consultation approach, the purpose of the event was to enable participants to explore their concerns in more depth with those who had developed the Townlands proposals.

The three-hour event involved:

- A scene-setting presentation covering the proposals as a whole, given by the lead clinicians and Oxfordshire County Council's Director of Adult Social Services
- An open Question Time session where questions were put to a panel of clinicians and managers from the public on the consultation proposals
- Table discussions where members of the public could ask questions of the clinicians leading the service changes and consider the proposals.

Facilitators were present to chair the table discussions and note takers recorded all questions and comments made by members of the public.

Printed copies of the consultation and associated documents were also available.

4.2 Other Public Meetings

Two other public meetings were held, which were attended by lead clinicians and members of the Townlands project team, in the interests of being open, transparent and accessible to local people.

The Townlands Steering Group convened a meeting in Henley Town Hall on Tuesday 9 June 2015 between 7.30 pm and 9.30 pm, which was attended by 200 people.

Rather than give presentations on the overall proposal, the meeting followed a question and answer style, with answers given to specific questions determined by the Group. The meeting then followed a question and answer style, in accordance with the Group's request.

Peppard Parish Council also convened a meeting to discuss the Townlands proposals. This was held on Thursday 11 June 2015 between 7pm and 9pm in the War Memorial Hall and was attended by 33 local residents.

As with the event on 9 June, the format of the Peppard meeting was determined by the Parish Council. The meeting started with presentations on the proposals followed by table discussions, facilitated by the lead clinicians and members of the Townlands project team.

5. Patient, Community and Stakeholder Meetings

The proposals were also discussed at various stakeholder meetings as part of an on-going dialogue, these included:

Meeting	Location	Date
South East Locality Forum	Wallingford Medical Practice	21 May
Age UK Health and Social Care Panel	Kidlington Fire Station	20 May
Hart Surgery PPG & Nettlebed PPG, Henley	Hart Surgery	12 May
Bell Surgery PPG, Henley	Bell Surgery	15 June
Goring and Woodcote PPG	Goring Practice	19 May
Watlington and Charlgrove PPG	Watlington Practice	3 June
Wallingford PPG	St Mary's Church, Wallingford	19 May
Health and Social Care students at Henley College	Henley Tertiary College	15 May
Age UK Bluebells Group, Henley-on-Thames	Christchurch Centre, Henley-on-Thames	10 & 11 June

6. Drop-in Sessions

Four drop-in sessions were held at the Christchurch Centre, Reading Road, Henley-on-Thames to enable people to come to ask questions about the proposals and receive the consultation documents. These sessions were held on the following dates and times:

Date	Time	Attendees
Wednesday 10 June	10 am – 12 noon	4 people
Thursday 11 June	10 am – 12 noon	2 people
Friday 12 June	3 pm – 5 pm	2 people
Monday 15 June	12 noon – 2 pm	7 people

7. Written responses

Online and printable surveys were made available on the Talking Health section of the CCG's website. Individuals also had the opportunity for direct feedback via email, phone, or freepost.

In total, there were 359 responses. This total comprised of 324 questionnaire responses from individuals and organisations, and 35 additional written responses from organisations, which included a formal submission from the Royal Berkshire Hospitals NHS Foundation Trust. There were 324 responses to the questionnaire (205 postal and 119 online).

8. Other Submissions - Petition

The Henley Standard ran a petition in its weekly newspaper and on its website. The petition was also promoted by a blog set up by Henley Town Councillor, Sarah Miller.

The petition was signed by 2,529 people. The petition message was "Save our Beds."

The petition was presented by the Henley Standard to Professor Louise Wallace, Lay Member of the OCCG Board for Public Participation and Involvement (PPI) on Monday 15 June 2015.

Other than the theme of the petition and the number of signatories to it, no detail has been provided about the signatories to the petition, not information given about how much those signing the petition would have known about the consultation proposals.