



## HOSC/09/17

### BRIEFING FOR THE HEALTH AND OVERVIEW SCRUTINY COMMITTEE

**Subject – An update on the Urgent Care Review engagement by the North East Essex Clinical Commissioning Group (CCG)**

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#### **1. Summary**

1.1 This paper provides an overview for the Health and Overview Scrutiny Committee (HOSC) on how public and stakeholder engagement activities are progressing in relation to the CCG's Urgent Care review.

#### **2. Key points to note**

2.1 Key points to note are as follows:

- 1,491 responses received to date (correct as at 31 January 2017) with a target originally suggested by HOSC of 1,500 responses;
- CCG representatives have had a total of 1,489 face to face contact with members of the public since 1 January;
- The CCG is half way through this engagement exercise;
- The CCG is engaging with the public, support groups and stakeholders on four potential approaches relating to the way services might be provided in the future;
- There has, and continues to be, a significant amount of local interest amongst local people, political leaders and the media as expected;
- No decision has been made – the CCG's board will make its decision during its May meeting based on feedback, on the evaluation and on the full business cases for each of the options which will be completed over the next few weeks.

#### **3. Background**

3.1 As part of the Five Year Forward View, the NHS is taking action to review urgent and emergency care services across the country. The aim is to take the pressure off A&E and emergency departments and meet the increasing healthcare needs of the population.

3.2 Across north east Essex, the CCG is seeking views on the Walk in Centre at Colchester and the minor injury units at Clacton and Harwich. We want to provide services so that they are simpler for patients or carers to access as well as reduce any instances of waste or duplication. In addition, contracts between the CCG and the providers of these services are due for renewal in March 2018, so this provides an opportunity for clinicians to determine if these services are meeting local needs.

#### **4. Our approach**

- 4.1 To further understand the local need for out of hospital urgent care services, the CCG undertook a listening exercise during September and October 2016 with service users and the wider public. This assisted the CCG to develop four potential approaches.
- 4.2 Following feedback from the Chair and the two Vice Chairs of the Health and Overview Scrutiny Committee (HOSC), it was agreed that the CCG should undertake a period of engagement lasting eight weeks. This approach was formally signed off by the CCG during the previous Board meeting held on 29 November 2016. As a result, the engagement commenced on Wednesday 4 January 2017 and is due to finish on Wednesday 1 March 2017.

#### **5. Potential approaches**

5.1 The CCG is seeking views on four potential approaches:

- 1) To continue to commission a Walk in Centre service in Colchester and Minor Injury Units at Clacton and Harwich.
- 2) To stop providing the Walk in Centre and Minor Injury Unit services. Patients would be required to contact NHS 111. They would be directed by NHS 111 to their local GP, Out of Hours GP or encouraged to self-care (helping people to look after themselves).
- 3) The establishment of a minor injury service - This proposal would see the establishment of a minor injury service which would see and treat a range of minor injuries, from fractures, wounds requiring stitching to infected bites, taking the pressure off A&E. This service would have sites in Colchester and Tendring - dependent on where there is greatest need.
- 4) Other views and ideas from members of the public.

5.2 Respondents are being asked to complete an online questionnaire available on the CCG's website which seeks to establish people's preferred approach. Completed and submitted questionnaires are sent directly to an academic researcher at the University of East Anglia who is conducting our independent analysis. Hard copy questionnaires are also available from public or support group meetings that CCG representatives attend as well as by phone from the CCG.

#### **6. Key progress to date**

6.1 To date, the CCG has:

- attended seven support group meetings and held eight of its own public meetings across Colchester and Tendring;
- written a one page advertorial that has been published in the Gazette series newspapers over a three week period. This has promoted our public meetings, the reasons for the engagement as well as background information;
- produced editorial that gave details of the CCG's engagement activities and the purpose of the review which appeared in the Colchester United Football Club Home match programme (28 January);
- included an advertisement editorial in the local Your Life magazine that was issued to thousands of households across the Colchester and Tendring areas;
- issued four social media messages each week that have promoted the engagement. These have been shared by partners to their respective followers.
- responded to correspondence from all four MPs and several members of the public via letter and through social media channels;
- delivered presentations and answered questions during well attended CCG led public engagement events – held across Colchester and Tendring areas – during weekdays, evenings and weekends. Each has been led by CCG clinicians;

- engaged with some local councillors to increase their support and understanding;
- challenged instances of misreporting and the use of the CCG's corporate logo on politically generated material;
- organised a stand, which has been displayed at Colchester Library, that featured posters and copies of the questionnaire for the public;
- handed out posters and flyers in busy town centre, supermarket and train station areas;
- issued posters and flyers to the CCG's healthcare providers for onward cascade to their patients and service users;
- received high levels of support from partner organisations, in particular the Community Voluntary Services Tendring, which has supported the facilitation of a presentation at a recent Network Breakfast meeting as well as featured details of our engagement in its weekly news briefing. This has reached around 200 support groups across the Tendring area.

### **Support groups attended (up to 30 January)**

Since 4 January, the CCG has had representation at the below support groups:

<b>Date</b>	<b>Location</b>	<b>Attendance numbers</b>
9 January	Parkinsons UK Clacton & District Branch, Holland on Sea	25
11 January	Alzheimers Society Tendring, Clacton	40
16 January	Friendship & Bereavement Café, Harwich	25
18 January	New Mum's and Toddler group, Colchester	15
20 January	Breathe Easy, Colchester	18
24 January	Copford Mother and Baby group	40
24 January	Action on Hearing Loss Drop-In, Clacton	Our attendance was cancelled
25 January	Macular Disease Society, Clacton	Our attendance was cancelled
27 January	Headway Essex, Colchester	12
31 January – 10am	Friendship & Bereavement Café, Jaywick	Yet to take place
8 February – 2pm	BME Older People's Group, Colchester	
8 February – 2pm	Local Health Matters meeting, Harwich	
9 February – 1.45pm	Colchester Deaf Club	
9 February – 2.15pm	Practice Managers meeting, Colchester	
9 February – 7pm	Younger Persons Dementia Group	
15 February – 10am	The Flamingo Restaurant, Holland	
17 February – 3pm	Colchester Pensioner's Action Group	
22 February – 2pm	Local Health Matters meeting, Colchester	
28 February –	Epilepsy Action Tendring Drop-In,	

11am	Clacton	
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### CCG public meetings

Since 4 January, the CCG has held the following public meetings:

Date	Location	Attendance numbers
5 January	Jaywick Sands Happy Club	80
10 January	CSVST, Clacton	51
10 January	Postgraduate Medical Centre, Colchester	30
14 January	Great Clacton Residents Association, Great Clacton Community Centre	50
17 January	Electric Palace Cinema, Harwich	105
20 January – 12.30pm	Tendring District Council, Weeley	50
21 January – 11am	Lion Walk United Reformed Church	84
27 January – 12.30pm	Colchester Institute	0
30 January – 1.30pm	Holland Residents Association, Holland Public Hall	205
3 February – 2pm	St. Paul's Church Hall, Clacton	
4 February – 11am	Electric Palace Cinema, Harwich	
11 February – 11am	CVST, Clacton	
11 February – 2pm	The Columbine Centre, Walton	
17 February – 2pm	Electric Palace Cinema, Harwich	
21 February – 7pm	CVST, Clacton	

## 7. Promotion of the engagement

7.1 Promotion of the CCG's Urgent Care review started before Christmas in an effort to increase awareness of the engagement exercise. A full page advertorial, which ran for two weeks before the engagement started, was published promoting the events and the case for the proposed change. The CCG also took out a third week during January. All costs associated with this advertising were negotiated at a heavily reduced rate. This was supported through a programme of proactive media coverage.

## 8. Publicising the engagement

8.1 The engagement has been publicised through a number of ways - more details are included later within this paper:

- a) Repeated newspaper advertising;
- b) Supported media coverage and radio interviews;
- c) Widespread use of social media, promoting the questionnaire and events through our Twitter and Facebook channels;
- d) Attended a variety of network/support group meetings. Many chairs or organisers of these groups and meetings also conducted some awareness raising to their own members;

- e) Press releases were issued to the local media as well as uploaded to the CCG's website;
- f) Posters and leaflets were distributed and displayed within prominent locations across north east Essex including libraries, supermarkets, voluntary and community centres, train station distribution;
- g) Regular reminders issued through the weekly newsletters of the Community Voluntary Services (Colchester and Tendring).

## **9. Themes so far**

9.1 The following key themes have been raised during public meetings:

- Concerns about GP recruitment;
- Concerns about transportation and costs associated with getting to and from Colchester Hospital;
- General concern about the lack of health services in Clacton and that many services have already been taken away from the town;
- Concerns of accessing GP services;
- Concerns around infrastructure and whether the local NHS has considered the high number of new houses that are planned for Clacton and other areas across Tendring;
- Concerns about no provision within Harwich;
- Better use of the Fryatt Hospital in Harwich.

## **10. Further engagement achieved to date**

10.1 The CCG has been engaging with the public, distributing flyers and questionnaires in an effort to raise awareness of the engagement exercise. We have been to the following places of high footfall:

<b>Date</b>	<b>Location</b>	<b>Approximate number of public engaged with</b>
4 January	Aldi, Clacton	120
5 January	Iceland, Harwich	50
5 January	Asda, Harwich	60
11 January	Aldi, Lexden	60
11 January	Aldi, Cowdray Avenue	50
11 January	Waitrose, Colchester	40
12 January	Colchester Train Station	400

10.2 There has been engagement with local councillors to ensure they were made aware of engagement activities. These councillors have been helpful in supporting the CCG raise awareness of our engagement and the review to local people.

10.3 A display of the review has been set up at Colchester Library which can be viewed by the general public up to 29 January.

## 11. Press coverage (up to 18 January 2017)

11.1 This review and engagement has received much coverage in the local media. This coverage has been mostly factual with comment columns encouraging people to have their say through our questionnaire. See below list of coverage:

Date	Publication	Headline
25 November	Essex County Standard	Health bosses to shake up urgent care to take pressure off A&E Walk-in centre could be expanded under new plan
25 November	Colchester Gazette	Three minor injury units under threat in review
25 November	Colchester Gazette Online	Minor injury units under threat in review
25 November	Colchester Gazette	We need more services not less (Comment)
25 November	Maldon and Burnham Standard Online	Walk-in centre at Turner Road, Colchester and minor injury units at Clacton and Harwich placed under threat in review
26 November	Colchester Gazette Online	Walk in centre and minor injury units placed under threat in review
26 November	Harwich and Manningtree Standard Online	Minor injury unit at Dovercourt's Fryatt Hospital faces closure threat
28 November	East Anglian Daily Times Online	Two-tier health system fears in Essex if minor injuries units in Clacton and Harwich close
15 December	Colchester and Clacton Gazettes	Fighting for services – Councillor Andy Wood's petition
16 December	Colchester Gazette Online	Residents urged to speak out over proposal to shut minor injuries unit
20 December	BBC Essex	Pre-recorded interview with the CCG's Clinical Director about the review
21 December	East Anglian Daily Times Online	Views wanted on plans which could see minor injury units closed in north Essex
23 December	Harwich and Manningtree Standard – advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
23 December	Essex County Standard - advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
23 December	Colchester Gazette – advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
23 December	Harwich and Manningtree Standard	Patients can have say over future of unit
23 December	Essex TV Online	Colchester public asked to share views on the future of minor injury units and walk in centres
28 December	Colchester Gazette Online	Patients urged to have their say over future of minor injury units
29 December	Clacton and Frinton Gazette – advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
30 December	Essex County Standard – advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
30 December	Colchester Gazette - advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
4 January	Clacton and Frinton	Patients urged to have their say over plans that

	Gazette	could see minor injury units in Clacton and Harwich axed
4 January	Harwich and Manningtree Standard	Patients urged to have their say over plans that could see minor injury units in Clacton and Harwich axed
5 January	Colchester Gazette	Have your say on minor injury units
5 January	Clacton and Frinton Gazette	Future of hospital services considered
5 January	Clacton and Frinton Gazette	Consultation over scrapping of minor injury units
5 January	Clacton and Frinton Gazette	Minor Injury idea just beggars belief
5 January	Colchester Gazette	This is no one's fault but action is needed (Comment)
6 January	Harwich and Manningtree Standard	Have your say on future on minor injury units
6 January	Harwich and Manningtree Standard	Make sure you have your say on our unit's future
10 January	Colchester Gazette	Walk-in units meeting
12 January	Clacton and Frinton Gazette – advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
13 January	Colchester Gazette Online	MP: 'Don't close our walk in centres- it will pile pressure on A&E'
13 January	Harwich and Manningtree Standard - advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
13 January	Essex County Standard – advertorial	Public asked to share views on the future of minor injury units and walk in centre across Colchester and Tendring
16 January	Colchester Gazette	Quince: Fight to save our walk-in centres

### **Social Media**

- We have issued several social media messages which have focused on encouraging people to have their say on the review, linking to the online questionnaire and highlighting dates for the CCG's public meetings. These posts have been widely shared by other users and forwarded to their followers.
- The organiser of the Jaywick Sands Happy Club, Danny Sloggett, posted a video on Facebook and Twitter on 2 January which received over 10,000 views. Following the public meeting, a further video was produced which included a brief interview with the CCG's Head of Communications and Public Engagement. This was shared to Mr Sloggett's followers.
- There has been much social media activity from local councillors and a group lobby groups calling for the MIU to be saved. Three online petitions have been established. A page called *Save our NHS Clacton/Tendring locality* has been established by 38 degrees which is attracting many signatures.

### **Distribution of flyers and posters**

In addition to the public, posters and flyers have been sent to the following outlets across north east Essex:

- All CCG stakeholders and providers such as ACE, CHUFT, Care UK, EEAST, Vivo Support, Open Road (SOS bus), Healthwatch Essex, CVST and CCVS
- All NEE Care Homes
- All NEE Pharmacies
- All NEE schools and local colleges

- Charities
- Churches
- Cinemas
- Citizen Advice Bureaus
- Councils / Parish Councils / District Councils
- Golf Clubs
- Health Forum members
- Leisure Centres such as Leisure World Colchester, Harwich Sports Centre, Weston Stadium Football Club
- Libraries
- Mother & Baby Groups
- North East Essex GPs
- Play Centres
- Restaurants, cafes and tearooms
- Shopping Centres / Supermarkets
- Social Clubs
- Sports Centres
- Toy Shops
- Transport companies such as bus and train stations and taxi companies

**Further advertisement**

**Colchester United Football Club** – We also had editorial included in the club's home game programme (on 28 January). This included details of the engagement, its purpose and how to provide feedback.

**Your Life** – We will be advertising the urgent care review in the Your Life magazine. This free magazine is distributed to neighbourhoods across north east Essex – it is due to be distributed on 28 January 2017.

**ENDS**