

Consultation plan

Aims & objectives of consultation

The aim of our consultation exercise is:

- To assist in the delivery of our proposals to design sustainable health services for Orpington residents, based on their needs.

Our objectives are:

- To inform stakeholders about the basis on which proposals have been developed.
- Ask their views on how we propose to deliver services in the future
- Seek feedback on the types & nature of services which may be offered in the area
- Ensure that a diverse range of voices is heard

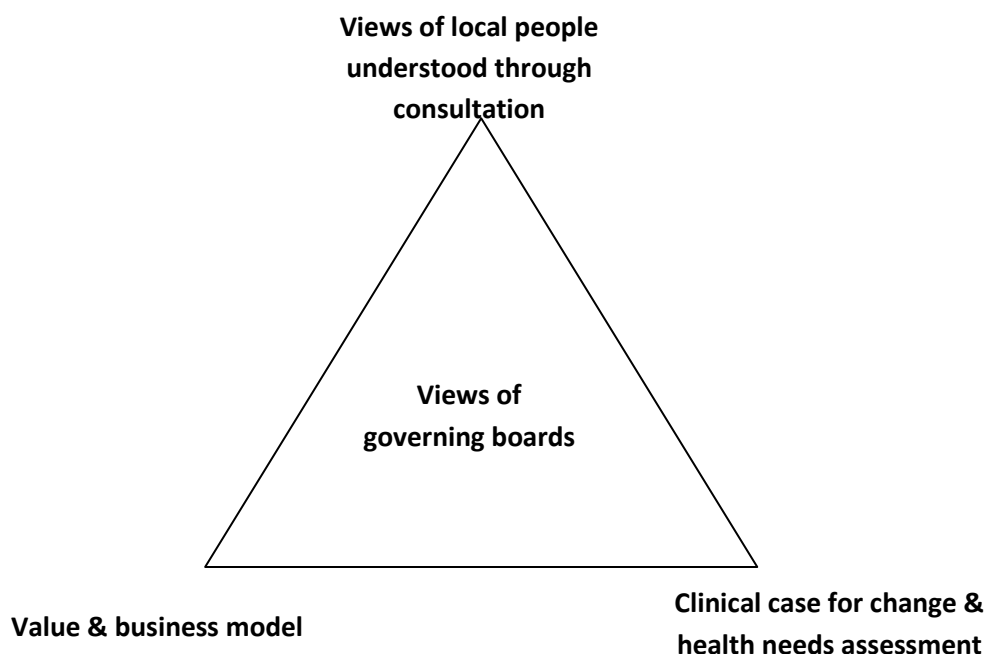
The role of consultation in the review process

One function of the consultation process and any documents and communications produced is to help stakeholders understand the place of the consultation exercise and its impact on the final outcome.

An understanding of the importance of consultation in the process is central to ensuring stakeholder buy-in and project credibility. It is also crucial that stakeholders understand that the outputs from the consultation process are not the only factor at play.

In addition to the consultation, information such as the clinical case for change, the health needs assessment and considerations of value for money are also factors in any final decision.

The local Overview and Scrutiny Committee views and stakeholder feedback will be considered in the final decision making of the SLHT and SE London Cluster Board. Given the capital investments required, we will also need to take into account national capital planning rules and NHS London's view.



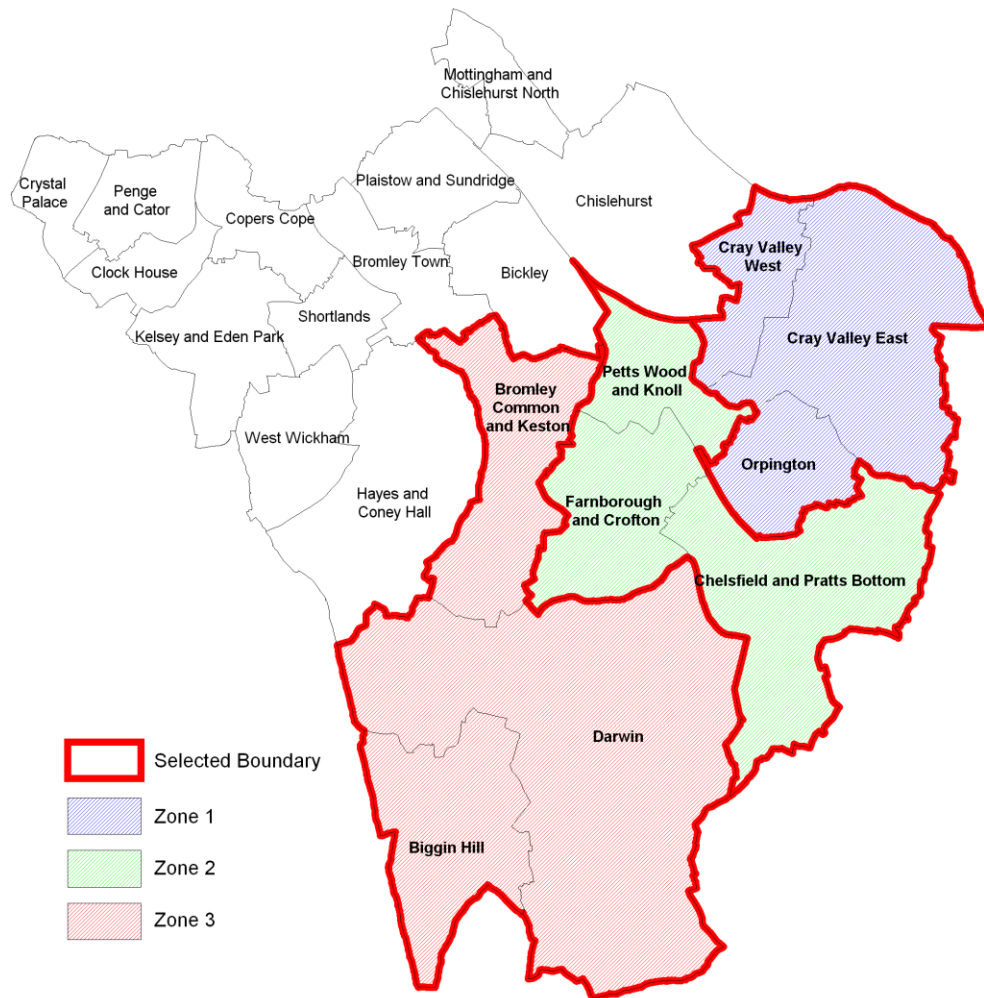
Stakeholder analysis

In order to ensure that our consultation captures the views and feedback of a range of people, we have mapped stakeholders who have an interest in the outcomes of the project.

<p>GROUP A</p> <p>High impact: high interest</p> <ul style="list-style-type: none"> • Bromley and Orpington residents • Patients of services affected by proposals • Patient advocacy Groups • Orpington Hospital staff • Unions • GPs/Clinical Commissioning Leads in Orpington • Bromley LINKs • Bromley Local media • Orpington MP/Councillors • Bromley OSC • NHS London/Dept of Health • Councillors Bexley, Bromley, West Kent 	<p>GROUP B</p> <p>High Impact: Low(er) interest</p> <ul style="list-style-type: none"> • SLHT, BH and BBSU staff • Bromley GPs outside Orpington • Bromley MPs (outside Orpington)
<p>GROUP C</p> <p>Low impact: Low interest</p> <ul style="list-style-type: none"> • Dentists/opticians • Residents South East London, Bexley and West Kent • Bexley, Bromley Council staff (adult and Social services) 	<p>GROUP D</p> <p>High Interest: Low (er) impact</p> <ul style="list-style-type: none"> • Pharmacists/Dentists/Opticians

The analysis shows that a large number of people may have an interest in our proposals. In order to rationalise and focus on those who could potentially experience the highest impact, consultation will primarily focus on those within the ‘high impact:high interest’ group.

In addition, in order to further focus effort and resources, we will use data from the Health Needs Assessment¹ to isolate those with high need and high service usage, using the suggested three zones as the core areas for distribution and activity.



Zones of

Interest - Orpington Needs Assessment, September 2011

¹ Orpington Needs Assessment, September 2011

Consultation timetable

It is proposed that the consultation runs for 14 weeks *starting on a date to be confirmed*. 12 weeks is the statutory minimum consultation period, however two weeks have been added to acknowledge the summer break and the 2012 Olympics. An activity timetable is provided as appendix 1

Consultation core materials

To ensure wide access and to help people to engage with the consultation, a number of channels will be made available and a number of materials will be produced. These include:

- A full consultation document containing a series of questions about the proposals
- A consultation summary document
- A bullet-point briefing outlining how different individual services will be affected by any proposals
- Poster promoting the consultation and telling people how they can engage
- Freepost postcard to request a full consultation document
- A consultation website as part of the SE London cluster site
- A short film outlining the key issues

Consultation channels:

- Online, via website & email address
- Telephone facilitated feedback, offering help to capture information
- Written feedback via the post
- In person at events
- Via an intermediary advocacy service

Equalities considerations

We are keen to engage the widest possible community in our consultation and have undertaken an equalities impact assessment to ensure that consultation methodologies do not exclude groups from participating.

The following actions outline how we intend to ensure that the consultation is open to as many people as possible:

- Advocacy service

We have engaged the services of 'Advocacy for All', who will advocate on behalf of those unable to complete the consultation questionnaire themselves;

- Information in a range of formats

Consultation information will be made available in a range of accessible formats. The following will be available as standard:

- Clear print version (standard)
- Electronic version (PDF online)
- Large print version
- Simplified version with images (produced in partnership with Advocacy for All)
- Summary version

Partnership working with voluntary and community sector (VCS) organisations

- We will work closely with VCS organisations to ensure that our consultation reaches those who may not traditionally engage in consultation exercises.

This will include:

- Raise awareness of the consultation by distributing information regarding consultation events via third sector networks
- Targeted meetings with representatives from specific groups to seek feedback
- Focus groups with those most affected by any proposed changes to services

We acknowledge that individuals who fall within the definitions of the 2010 Equality Act's 'Protected Characteristics' groups use a wide range of health services that may be accessed with no specific relation to their membership of that particular group.

We intend to engage specifically with the following groups:

Equalities protected characteristic	VCS provider organisation as intermediary	Rationale
Age	Bromley Council on Ageing	Health needs analysis identified this group as having high need of services
Disability	Disability Voice	Health needs analysis identified this group as having high need of services
Gender reassignment	As part of core consultation	
Marriage & civil partnership	As part of core consultation	
Race	The Ethnic Communities Project	<i>(NB – Ensure questions do not assume)</i>
Religion or belief	Letter to all churches	
Gender/sex		
Sexual orientation	As part of core consultation	
Other not covered by characteristics groups		

Gypsy traveller groups	Bromley Gypsy Traveller Forum	High population usage of local health services
People with learning disabilities	Bromley Mencap	High use of services, specifically hydrotherapy
People with mental health concerns	Bromley MIND/Community Options Mental Health Forum	
Mobility concerns	Mobility Forum	

In order engage appropriately with these groups we have written to each group and ask for their guidance and input on the most appropriate modes of consultation for this group.

Independent evaluation of the consultation

In line with consultation guidance from the Department of Health, the consultation will be subject to independent evaluation from an external organisation, that will ensure that the consultation responses are independently assessed.

Consultation activity timeline

Activities: public & patients – general:

- Production & distribution of consultation document
- Website including online survey
- News shopper editorial to launch consultation & adverts
- Bromley Times adverts
- Distribute consultation prompt to target postcode areas
- Public meetings x 2 (one during the day, one in the evening)
- Drop in sessions (2 x Orpington Hospital, 1 x Biggin Hill, 1 x Crays)

Patients & public – groups (cross-over with VCS)

- Focus group - Diabetes patient group
- GP practice user group
- Focus group - older people (Bromley Council on Ageing)
- Focus group – disability (Mobility forum)
- Focus group – carers (Carers Bromley)
- Focus group – ethnic communities forum
- Focus group – Bromley MIND
- Focus group – mental health forum

Plus open invitation to attend

- Residents associations
- Safeguarding board

Statutory

- Adult and Community Policy Development and Scrutiny Committee
- Local Joint Consultative Committee
- Overview and Scrutiny Committee

VCS

- Voluntary sector reference group
- BBG stakeholder reference group
- Engagement through Bromley LINK

Staff

- Event for SLHT & BH staff to launch consultation
- BHC & SLHT joint deliberative event (selected staff)
- BHC staff meetings
- SLHT staff meetings

Appendix 2 – Consultation plan summary

ALL DATES ARE INDICATIVE – NOT CONFIRMED

WEEK	Public - general	Public - groups	Statutory	Vol sector	Staff	Other	Events to take account of
			DATES CURRENTLY BEING CONFIRMED				
			LCCC				
			Health Scrutiny				
			Shadow health & wellbeing board				
			OSC				
			Older people's partnership group				
1					SLHT & BHC Staff launch	Distribution starts	
1							
1						News Shopper editorial	

1						Bromley Post advert	
1			Kent HOSC				
2							school hols start
2		Ethnic communities Forum					
2							
2							
2							olympics
							olympics
							olympics
3							olympics
3							olympics
3						News Shopper advert	olympics
3		Mental health forum				Bromley Post advert	olympics
3							olympics
							olympics
							olympics
4							olympics
4		Gypsy traveller					olympics
4							olympics
4	Public meeting EVENING						olympics
4							olympics
							olympics
							olympics
5							
5		Bromley MIND					
5							
5							
5							

6							
6		Carers group					
6	Drop in at Orpington Hospital					News Shopper advert	
6						Bromley Post advert	
6							
7							
7							
7							Paralympics
7		GP practice group					Paralympics
7							Paralympics
							Paralympics
							Paralympics
8				Bromley Council on Aging			Paralympics
8		Diabetes group					Paralympics
8				Voluntary Sector Reference Group		News Shopper advert	Paralympics
8						Bromley Post advert	Paralympics
8	Drop in at Crays						Paralympics
							Paralympics
							Paralympics
9							
9							
9							
9	Drop in at Biggin Hill						

9							
10							
10		Mobility Forum (10am-12pm)					
10							
10							
10							
11							
11							
11	Public meeting AFTERN OON						
11							
11							
12							
12							
12						News Shopper advert	
12						Bromley Post advert	
12							
13							
13							
13	Drop in at Orpington Hospital						
13							
13							
14							
14						News Shopper advert	

14						Bromley Post advert	
14							
14							

Appendix 2 - Consultation document headings & brief summary



Orpington Health Services Programme

Draft Consultation Document

For PDS meeting

Version Number	2.3
Last updated	6 June 2012
Programme Phase	Pre-consultation
Author/Contact for information	Diane Hedges (Programme Director)
Approved by	
Date approved	X May 2012

Changes to health services in Orpington

A consultation on changes to how health services are delivered in the Orpington area

About this consultation

This consultation document sets out our proposals for the future of health services in Orpington.

We'd like to hear what you think of them.

Changes to the way in which health care is provided, advances in modern medicine and service moves as a result of 'A Picture of Health'² have changed the way some people use NHS services locally. In light of these changes it is time to take a fresh look at NHS services in the area.

We want to create a health service for the people of Orpington which is ready for the challenges of the future. We know that as our local population gets older there will be more people living with long-term ill health. We also know that we could do more to prevent ill health developing.

We have looked at what health care people need, how everyone who works in the local NHS plays a role – doctors, nurses, therapists, pharmacies and other healthcare providers – and also where these services are delivered.

This consultation document includes:

- Why we believe that we need to make changes to local healthcare
- What our proposals for change are
- How we have responded to what we have heard so far in conversations with local people
- What feedback we are now seeking from you, and how to send us your views.

² 1. In 2008 'A Picture of Health' looked at health services in hospitals across South East London. As a result, some services such as Accident & Emergency, surgery and maternity were moved to more suitable hospitals. Find out more at www.apictureofhealth.nhs.uk

We explain the proposals in detail and describe the kind of NHS care we'd like to deliver in Orpington in the future.

The section at the back tells you how to get in touch to let us know what you think.

Finding your way around this consultation document

- Contents & summary of sections

A modern NHS for Orpington

- An overview of our proposals

How health services in Orpington are improving

- A summary of how recent changes in commissioning and the outcomes of 'A Picture of Health' have brought improvements for local patients

Possible ways to deliver healthcare in Orpington in the future?

- An explanation of the two possible future models for local healthcare delivery – this focuses on health services.

More about our preferred model – option one

- A more detailed explanation of the preferred model of delivery – a health & wellbeing model. This also includes future plans for Outpatient services, Dermatology, Intermediate care and Hydrotherapy

The benefits of our preferred model in brief

- An outline of the benefits for patients

More about option two

- A more detailed explanation of an alternative model of delivery – a clinical hub model. This also includes future plans for Outpatient services, Dermatology, Intermediate care and Hydrotherapy

Why change?

Some of the reasons we developed our current proposals, the background and context.

- The changing healthcare needs of local people need us to plan for the future
- What the local health needs analysis told us and how our proposals respond to this
- Local hospital-based services will be better for patients if doctors, nurses & therapists work together in specialist centres
- Intermediate care model and why this will bring improvements for patients
- The condition and changing use of Orpington Hospital means its use needs reviewing

The benefits of our proposal in more detail

- Better access for local people who might not normally use NHS services
- Modern healthcare buildings for patients and those delivering NHS care
- Care in centres of excellence
- Better use of the money available for healthcare in Bromley

Who will be affected by our proposals?

- An outline of who will be affected by any changes

What we have considered – the process so far

- How the feedback we heard during the engagement phase has influenced our proposals
- Transport and parking implications

A quick summary

What do you think of our plans?

- The consultation questions

- How you can feedback
- Opportunities & events to ask further questions and get information

How to respond

About us – who we are, and what we do