

Let's Get Better
Hospital Care



Humber Acute Services Programme Consultation Engagement Plan

DRAFT

Version 2

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Introduction

Our Aim and Approach to Consultation

Services work better when they are designed in partnership with those who use them and those who provide them.

It is therefore our aim is to design and deliver a best practice public consultation that will seek out the views of those most likely to be impacted by change, identify ideas for potential mitigations, and ensure that everyone who wants to take part and share their views is given sufficient opportunities, sufficient information, and sufficient time to do so.

This will ensure that decision-makers are well-informed when making decisions about the future shape of services for the region.

In order to successfully deliver those core aims, the consultation will:

- Be open and accessible to all who may be impacted by the potential changes.
- Be as simple as possible to complete.
- Make additional efforts to reach out to those who might be most impacted by the potential changes.
- Make additional efforts to reach out to those who might find it most difficult to engage / respond to the consultation.
- Proactively seek views from relevant statutory bodies and external experts.
- Be innovative and flexible in approach, particularly in relation to the use of alternative engagement methods (including digital and social media).
- Use evidence-based approaches to data collection, analysis and reporting.
- Meet all relevant statutory requirements.
- Be anchored against key sets of guidance, including: the Gunning Principles¹, the Consultation Institute's Consultation Charter², NHS England guidance for planning assuring and delivering service change for patients³ and planning for participation⁴.



¹ [The Gunning Principles](#)

² The Consultation Institute – [Consultation Charter](#)

³ NHS England – [Planning Assuring and Delivering Service Change for Patients](#)

⁴ NHS England – [Planning for Participation](#)

Our Legal Duties

Under the National Health Service Act 2006 (as amended by the Health and Social Care Act 2012 and the Health and Care Act 2022), NHS Integrated Care Boards (ICBs) and NHS England have a duty to involve the public in the commissioning of healthcare services. ICBs assumed the responsibilities previously carried out by Clinical Commissioning Groups from 1st July 2022. These duties are set out under sections 14z2 and 13Q, respectively⁵.

Under Section 242(1) of the NHS Act 2006, NHS Commissioners and providers (e.g. Acute Hospital Trusts) are subject to similar legal duties and are required to ensure that patients and/or the public are involved in:

The planning and provision of services

The development and consideration of proposals for change in the way services are provided.

Decisions to be made by NHS organisations that affect the operation services.

In addition, Section 244 of the NHS Act 2006⁶ requires NHS organisations to consult with relevant Health Overview and Scrutiny Committees (HOSCs) on any proposals for a substantial development or variation of the health service the area of the Local Authority, where patients are impacted. More information on Local Authority and Health Scrutiny functions can be found in section 9.1.2 in our Pre-Consultation Business Case.

Stakeholders and Priority Groups

Stakeholder Mapping

Extensive stakeholder mapping (See Appendix (i)) population health data analysis, activity and transport analysis ([See Consultation Planning – Population Mapping document](#)) has been undertaken to identify groups of people, communities and businesses who are more likely to be impacted by any potential future changes to services. We have also reflected upon our pre-consultation engagement work and identified gaps in our insight from groups of people and communities who we heard little from.

From this we have developed three priority groups with whom we will undertake specific, targeted engagement with to ensure their voices are heard during the consultation.

⁵ Health and Social Care Act 2012, [section 14z2 \(Health and Social Care Act 2012\)](#)

⁶ NHS Act 2006: [National Health Service Act 2006 \(legislation.gov.uk\)](#)

Priority Groups:

Priority Group – A

Core 20PLUS5

Focusing on the most deprived communities in our area.

- NEL (East and West Marsh, Bradley, Nunsthorpe, Immingham, and Cleethorpes)
- NL (Central Scunthorpe, Brigg, Winterton, and Gunness)
- ERY (Goole)
- Low car ownership rates (NEL 26.9%, NL 18.9%)
- Low digital connectivity (NEL -, DN31, DN31, DN34, DN37, NL – DN17)

Focusing on Equality and Health Inclusion Groups.

- Ethnic minority communities
 - Muslim communities in NL
 - Asian Communities across NEL and NL
 - Eastern European communities/Migrant workers (Polish, Lithuanian, Romanian) across NEL and NL
- Disabled (including learning disability) across NEL, NL and Goole
- People with multiple LTC
 - particular focus on Cardiology, Gastroenterology and Respiratory
- Homeless
 - North East Lincolnshire homeless rates are 2.9 compared with an England average of 0.8
- Drug and alcohol dependant
- Coastal Communities / Rural Communities
- Primary or Secondary Carers (of adults aged 18+, including adults with learning disabilities)



Priority Group – B

Children and Young People, and Parents, Carers and Guardians

CYP living in deprivation

- NEL – 1 in 4 children are classed as living in poverty
 - Immingham, parts of Cleethorpes, East, and West Marsh, and Nunsthorpe areas of Grimsby.
- NL – 1 in 5 children are classed as living in poverty
 - Central Scunthorpe, Brigg, Winterton, and Gunness.
- Schools, colleges and nurseries in areas of deprivation

CYP and PCG from BAME backgrounds

- Muslim communities in NL
- Asian Communities across NEL and NL
- Eastern European communities/Migrant workers (Polish, Lithuanian, Romanian) across NEL and NL

CYP with Long-Term Conditions

- particular focus on Cardiology, Gastroenterology, and Respiratory
- Work with the trusts to reach these patients and their parents/carers/guardians
- VCSE organisations supporting CYP and their families with LTC

PCG of CYP with LTC

- Work with the trusts to reach these patients and their parents/carers/guardians
- VCSE organisations supporting CYP and their families with LTCs

CYP with mental health illness

- Work with providers to reach this stakeholder group
 - NEL – Navigo, Compass
 - NL - CAMHS
- Work with VCSE organisations supporting CYP and their families living with mental health conditions.



Who else do we want to hear from?

In addition to our identified priority groups, we will be looking to engage with the following wider stakeholder groups through our “engagement for all, outreach and piggy backing” activities (*see engagement approach, P6*)

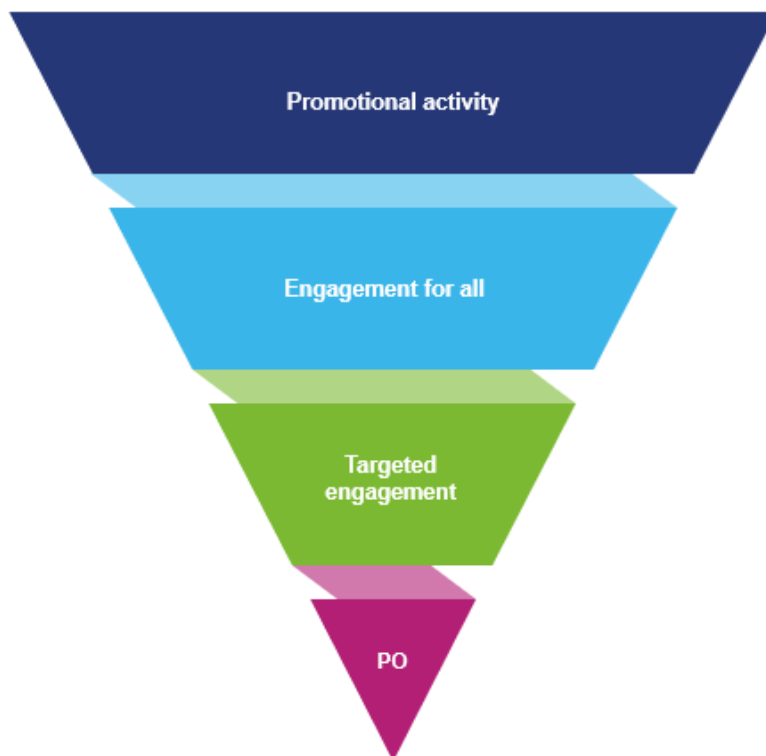
- Patients and service-users
- Urgent and Emergency Care – patients who have recently received emergency care, people who are likely to need emergency care in the future, the wider public and other stakeholders.
- Voluntary and community sector – Healthwatch, local charities and patient support/representative groups.
- Clinicians and staff – Clinical and non-clinical staff working in primary care, secondary care, social care, and mental health, this will also include their trade unions.
- Partners and providers – local partners and providers of services such as ambulance trusts, community services providers and mental health providers.
- Political stakeholders – Joint Health Overview and Scrutiny Committee, individual Health Overview and Scrutiny Committees, Health and Wellbeing Boards, Members of Parliament and Local Councillors.
- Media – Local, regional and national media outlets including radio, online and newspapers, social media commentators including bloggers and vloggers.
- Local and national government and regulators – Yorkshire and Humber Clinical Senate, NHS England, NHS Improvement, Secretary of State.

We have also formed working relationships with engagement colleagues in neighbouring ICBs and we are committed to ensuring they are sighted on our plans and provided with opportunities to inform and influence our approach, particularly in their areas.

This list of stakeholders is not exhaustive, and we will continuously review the evidence we receive during the consultation to ensure we are constantly updating our stakeholder list and adapting our approach as required to allow us to target stakeholder groups effectively.

Engagement Approach

To ensure we are reaching the different stakeholder groups mentioned on pages 5 and 6, we have adopted the following tiered approach to engagement:



Each tier listed above will use different methods and approaches, some examples for each include:

Promotional activity	Promotional Activity – social media campaign, newsletters etc, coastal/rural roadshows, stalls at local events, generic leaflet drops – mainly information giving and signposting to engagement for all .
Engagement for all	Engagement for all – Consultation survey, open invitation / public meetings.
Targeted engagement	Target Engagement – specific focus groups with identified priority groups, existing forums and targeted leaflet drops in alternative languages.
PO	Playing On – Drama based workshops with targeted seldom heard groups likely to be affected by changes.

All engagement materials and methods will be accessible, informative, and tailored to their intended audiences to ensure consultees have *'sufficient information to give intelligent consideration'*⁷

The below table sets out what methods of engagement we will be looking to use, which stakeholder groups these methods will aim to reach and which locations we aim to target.

⁷ Gunning Principle 2 – The Gunning Principles - <https://www.local.gov.uk/sites/default/files/documents/The%20Gunning%20Principles.pdf>

Engagement Methods

Please note, this is a summary of our engagement approach and methods. For each engagement activity listed, a more detailed individual plan will be developed. These can be found in Appendix (ii).

	Method	Target Audience	Location
Promotional Activity	Website	All Population and stakeholder groups	Online
	Social Media		Targeted paid-for social media campaign <i>(see communications plan)</i>
	Infographics / Videos		
	Stakeholder Newsletter		
	Rural / Community Roadshows (x14)	Priority Group A <i>(Deprived communities, low digital connectivity, low car ownership)</i>	Village Hall/Community Hubs: X5 North Lincs <i>(Winterton, Brigg, Gunness, Epworth, Barton)</i> X5 North East Lincs <i>(Cleethorpes, Immingham, Nunsthorpe, East Marsh, West Marsh)</i> X2 East Lindsey <i>(Mablethorpe, Louth)</i> X2 Goole <i>(Central Goole and East Goole)</i>
	Poster Distribution <i>(A4/Digital)</i>	All Population and stakeholder groups	Hospital Sites – <i>(HRI, CHH, DPoW, SGH, GDH)</i> Outpatient Clinics / A&E Waiting Rooms / Public Toilets East Lindsey – <i>(Louth, Caistor, Mablethorpe, Market Rasen, Skegness, Binbrook)</i> GP Practices, Children’s Centres, Libraries, Job Centres, Nurseries, Schools.

		<p>Doncaster - (<i>Gainsborough</i>) GP Practices, Children's Centres, Libraries, Job Centres, Nurseries, Schools.</p> <p>East Riding of Yorkshire – (<i>Goole</i>) GP Practices around Goole only, Goole UTC, Children's Centres, Libraries, Job Centres, Nurseries, Schools.</p>
Public Events (See Appendix (iii) for timetable of events)	All Population and stakeholder groups	North East Lincs, North Lincs, Goole. (Numbers currently unknown)
Targeted leaflet drop in alternative languages.	Priority Group A (<i>BAME families, European Migrant workers, Asylum Seekers</i>)	<p>North Lincs: DN15 area of Scunthorpe Central and Crosby – Polish, Romanian Lithuanian and Bengali</p> <p>North East Lincs: DN31 area of East Marsh and Port – Polish, Romanian, Lithuanian</p> <p>Goole – DN14 – Boothferry/Pasture Road area of central Goole – Polish, Romanian, and Lithuanian.</p>
Written Letter – Working Voices	Large employers in the local area (<i>e.g., Steel, ABP, Factories, refinery, police, fire, tourism</i>)	Written letter to businesses inviting them to provide a formal response on behalf of the company and its employees.
Written Letter – Partners and Providers	Key partners and providers in the local area (<i>e.g., LA authority stakeholders, VCSE partners, providers, Healthwatch</i>)	Written letter to identified partners/providers/stakeholders inviting them to provide a formal response on behalf of the organisation/people or groups they support.
Written Letter / Text Message – Parents/Carers of Children with LTCs	Priority Group B	Written Letter/Text Message sent by NLaG, to parents/carers/guardians of children currently

			under the care of a paediatrician, inviting them to respond to the consultation, attend a targeted focus group or sign their child up to attend the PO workshop (<i>see below</i>)
	Staff Newsletter	All staff (<i>clinical and non-clinical</i>) working across HUTH/NLaG/ICB	Digital (<i>via email</i>) Staff Intranets
	Staff Exhibition (<i>Drop-Ins</i>) (x6)		X2 Diana Princess of Wales Hospital, Grimsby X2 Scunthorpe General Hospital X2 Goole and District Hospital
	HNY Inclusion Assembly Drop-in (x1)	Intersectional working group of staff network chairs, EDI leads and broader colleagues with an interest in workforce EDI from health and care organisations across the partnership, covering all sectors	23/11/2023 - Verbal briefing to members with signposting to Staff Equality Group specific workshops (<i>see targeted engagement</i>)
Engagement for all	Consultation document	All Population and stakeholder groups	Humber ICB geography, Lincolnshire, and Doncaster
	Consultation Questionnaire		
	Telephone Line (<i>with answer machine facility</i>)		
	Question Portal (<i>askHAS</i>)		
	Combined Public Exhibitions and Deliberative Events (x2)	All Population and stakeholder groups	Central Grimsby and Scunthorpe (<i>Venues TBC</i>)
	Virtual public meeting- PM (<i>Deliberative event</i>) (x1)	All Population and stakeholder groups	MS Teams / Zoom (<i>TBC</i>)

	All staff meetings (<i>Virtual</i>) (x2)	All staff (<i>clinical and non-clinical</i>) working across HUTH/NLaG/ICB	MS Teams
	Telephone Line (<i>with answer machine facility</i>)	All Population, staff and stakeholder groups	
	Question Portal (askHAS)		
Targeted Engagement	<p>Focus Groups (x16*)</p> <p><i>*please note not all groups have been identified/mapped, so this number is likely to increase</i></p>	<p>Priority Group A (Deprived communities, young parents, BAME, Disabled, LTCs, Carers, age)</p> <p>Priority Group B (Parents/Carers/Guardians)</p>	<p>Recruitment via VCSE colleagues / community teams/hospital teams.</p> <p>Deprived Communities: NEL – Nunsthorpe/Bradley (<i>Centre4</i>) NL – Ashby, Crosby Goole – Goole East</p> <p>Young Parents: NEL – East/West Marsh NL – Central Scunthorpe BAME: NL – Islamic Centre, Scunthorpe</p> <p>Disabled: TBC</p> <p>LTCs (<i>Gastroenterology, Respiratory, Cardiology</i>) TBC</p> <p>Carers:</p>

			<p>NEL – Parent Carer Forums, Carers Advisory Group, Specific focus group in response to communication sent (<i>see promotional activity</i>)</p> <p>NL – Parent Carer Forums, Carers Advisory Group, Experts by Experience Group, Specific focus group in response to communication sent (<i>see promotional activity</i>)</p> <p>Goole – TBC</p> <p>Elderly: NL – Winterton Seniors Forum</p> <p>Other: NEL – Sex Workers</p>
	Virtual Staff Equality Networks Focus Groups (x3)	LGBTQ+, BAME, Disability members of staff	MS Teams
Playing On	Drama-based engagement (x6)	<p>Children and young people (insert ages)</p> <p>Vulnerable Users of Urgent and Emergency Care Services** (<i>e.g., Homeless, Substance Misusers, Sex workers, Veterans</i>)</p> <p><i>**To be agreed</i></p>	<p>CYP (aged XX) NEL – x1 NL – x1</p> <p>Older Young People (aged XX) NEL – x1 NL – x1</p> <p>Vulnerable Users of UEC NEL – x1 NL – x1</p>

Resources / Materials Required

To be able to deliver the engagement methods listed in the table above, we will require the following materials and resources. The below table also highlights within which tier of engagement, we would be looking to use the different resources at:

	Promotional Activity	Engagement for all	Targeted Engagement	Playing On	Who
<p>Consultation document</p> <p>Our consultation document will be professionally designed and printed. It will be self-contained and will clearly explain why we are consulting, providing enough information to enable people to fully consider the proposed options and make an informed decision. The document will signpost people to more additional support and information should they required. A detachable survey will also be included</p>					ORS
<p>Consultation survey</p> <p>A consultation survey will be attached to the printed consultation document with a Freepost return address. The survey will also be available to download from our website (to post or email back to us) or to complete online. Paper copies will also be sent to GP practices, pharmacy's, libraries and children's centres etc</p>					ORS
<p>Easy read version – Consultation document & survey</p> <p>The consultation document and survey will be made available in Easy Read versions and alternative formats, such as large print, braille and alternative languages</p>					
<p>Children and young people consultation document and survey – A simplified document and survey fully accessible for children and young people U18.</p>					FJ/ST Verve
<p>Microsite</p> <p>Developed specifically for the consultation, this website will include the consultation document and survey, information on how to get involved, events, resource library of key documents, FAQs and contact details. Accessibility software will also be incorporated including the ability to change the language and size of the font.</p>					Verve

<p>MS Team / Zoom account Virtual meetings will be hosted using an online platform and the meeting link will be shared and communicated with stakeholders.</p>					
<p>Presentation slide pack Core presentation slide pack to be used to provide consistent, accurate information.</p>					
<p>Social media accounts We will utilise the Trusts social media accounts to promote the consultation. We will also undertake a paid social media campaign to ensure specific groups and communities are reached. Please refer to our Social Media Strategy for more detailed information on how Facebook/Twitter will be used during the Consultation.</p>					
<p>Telephone line with answering machine <i>Monitored during office hours to respond to questions, queries, requests for support/alternative materials, record any feedback provided and share with ORS for inclusion in the analysis.</i></p>					
<p>Online Question Portal An online form within the microsite for consultees to ask questions or request additional support to help make an informed response to the consultation.</p>					
<p>Newsletter (Staff and Stakeholder) During the 12-week formal consultation we will issue a weekly newsletter to staff and stakeholders signed up to our distribution list. This will include information on how many people we have responded to, upcoming events that week, how to complete the consultation survey and signposting to the microsite and how to contact the team.</p>					
<p>Infographics/Animation/Video A suite of creative assets will be produced including social media infographics, animation videos, vlogs etc providing details of the consultation and how people can give their views. This will be available online and shared with partners to promote. Where appropriate, these assets will include subtitles.</p>					

Information boards Foam A3 boards providing high-level information about the current challenges, the proposed option, impact/figures, pathway examples etc.					
Video booths As an accessible-for-all method, we are looking to provide video booths at all our face-to-face events. External providers are currently being scoped. Coped. Consent will be obtained and where needed interpreters (including BSL) will be commissioned to provide accurate transcripts to be analysed.					
Information leaflet – A5 in size, same look and feel as the consultation document. Call to action on the front, and information about how to get involved on the back (QR code / Website address / postal address / telephone number etc)					
Information posters – A4 in size, to be displayed on notice boards, staff rooms, toilet cubicles, GP waiting rooms, etc.					
Pull up-banners x3 – to be used at all face-to-face events					
Focus groups feedback template/questions – co-designed with ORS to ensure feedback is captured and returned in such a way it can easily be uploaded into the analysis framework					
Alternative languages leaflet – Using population data (See Consultation Planning – Population Mapping document) produce a concertina folded booklet in the most commonly spoken languages in those identified areas					
Written Letter – Working voices, partners, and providers A written letter from the Consultor to local employers, providers, and VCSE partners detailing the consultation, the proposed model of care, etc, inviting them to formally respond on behalf of their organisation/workforce/people or communities they support.					
Written Letter/ Text Message – Parents, carers, guardians of children and young people with a long-term health condition					NLaG

<p>A written Letter/Text message from the consultor to parents/carers/guardians of children currently under the care of a paediatrician, inviting them to respond to the consultation, attend a targeted focus group or sign their child up to attend the PO workshop</p> <p>Patient information would be identified and handled by NLaG and communication would be sent via NLaG teams to ensure robust IG and data protection compliance.</p>					
<p>Interpreters (Including BSL) – We will be looking to have BSL interpreters and interpreters for other spoken languages at all public events to increase accessibility and participation.</p>					
<p>Elected Member Updates - regular written briefings and face-to-face meetings to ensure these key stakeholders are kept fully informed and involved.</p>					

*Please note this is not an exhaustive list and additional resources may need to be added as they are identified.

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Proposed Timetable of Events

*Please Note – Week 1 has been forecasted to be w/c 18th September 2023. This is however subject to change.

	Wk 1	Wk 2	Wk 3	Wk4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12
	w/c 18 Sep	w/c 25 Sep	w/c 2 Oct	w/c 9 Oct	w/c 16 Oct	w/c 23 Oct	w/c 30 Oct	w/c 6 Nov	w/c 13 Nov	w/c 20 Nov	w/c 27 Nov	w/c 4 Dec
Mid-point review												
Rural/Community Roadshows (x14)												
Public Events (tbc)												
Leaflet drop in alternative languages												
Written Letter – Working Voices / Partners and Providers												
Written Letter/Text Message – Parents, carers, guardians of children and young people with a long-term health condition												
Newsletters (<i>Staff</i>)												
Newsletter (<i>Stakeholder</i>)												
Staff Exhibitions (x6)												
HNY Inclusion Assembly drop-in										23/11		
Consultation document												
Consultation survey												
Telephone line (<i>with answer phone facility</i>)												
Online question portal												
Combined public exhibition and deliberative events (x2)												
Virtual public meeting (x1)				PM								

Staff virtual meeting (x2)		AM			PM								
Focus groups (x16*) <i>*not all priority groups mapped, figure likely to change</i>													
Virtual Staff Equality Networks focus groups (x3) (LGBTQ+, BAME, Disability)													
Playing On (x6)													

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Contact Details

For more information please contact:

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Lindsay Cunningham – Associate Director, Communications and Engagement	Lindsay.cunningham@nhs.net	Patient and Public Involvement Budget and Contracts Media Enquiries External/Internal Communications Political Communications
Ade Beddow – Associate Director of Communications and Engagement, NLaG	Adrian.beddow@nhs.net	Internal communication
Samantha Thompson – Engagement Manager	Samantha.thompson46@nhs.net	Engagement Activities / Events Patient and Public Involvement Engagement Plan
Kia Alvani – Communications and Engagement Assistant	Kia.alvani@nhs.net	Events General Enquiries Meetings

Appendices

- Appendix (i) – Stakeholder Mapping
- Appendix (ii) – Detailed Engagement Plans
- Appendix (iii) – Summer Events Schedule

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Appendix (i) – Stakeholder Mapping

Under review

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Appendix (ii) - Detailed Engagement Plans

In development

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Appendix (iii) – Public Events and Existing Groups/Forums Schedule



Engagement
timetable of events

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