



**Report to Healthier Communities & Adult
Social Care Scrutiny & Policy Development
Committee
15th November 2017**

Report of: Brian Hughes, Director of Commissioning, SCCG

Subject: Reviewing Urgent Primary Care across Sheffield –
Public Consultation

Author of Report: Kate Gleave, Deputy Director of Strategy and
Integration, SCCG

Summary:

The purpose of this paper is to outline the progress of the public consultation against the plan that was presented to the last meeting of the Scrutiny Committee. As set out in the previous meeting, the formal public consultation commenced on 26th September and will conclude on December 31st.

The paper has been submitted as per the request by the last meeting that an update on the progress of the public consultation surrounding the Urgent Primary Care Review was brought to the November meeting.

Type of item: The report author should tick the appropriate box

Reviewing of existing policy	
Informing the development of new policy	
Statutory consultation	Yes
Performance / budget monitoring report	
Cabinet request for scrutiny	
Full Council request for scrutiny	
Community Assembly request for scrutiny	
Call-in of Cabinet decision	
Briefing paper for the Scrutiny Committee	
Other	

The Scrutiny Committee is being asked to:

- Note the update on progress with the public consultation
- Comment on the progress of the public consultation and the feedback received thus far

Background Papers:

Report presented to the Healthier Communities and Adult Social Care Scrutiny and Policy Development Committee on 20th September 2017

Category of Report: CLOSED until 13th November

1. Introduction

1.1. The purpose of this paper is to update the Committee on the progress of the public consultation on the review of Urgent Primary Care services within Sheffield, and to provide an overview of the key themes emerging from feedback received so far.

1.2. As set out in the consultation plan previously presented to the Committee, we are carrying out a wide variety of activities to :

- Raise awareness of, and provide information on the changes being proposed
- Involve all stakeholders in discussions around the proposed options and draw out any issue or concerns and preferences
- Work with stakeholders to consider potential solutions to any issues raised

1.3. Specifically, the objectives of the consultation are:

- To facilitate genuine and meaningful engagement with patients, the public and health professionals to determine the most effective approach for delivering urgent primary care.
- To reach as many people as possible across Sheffield
- To ensure engagement with all sectors of our communities, including groups traditionally classed as 'hard to reach' or 'seldom heard'.
- To generate discussion and feedback from stakeholders to help inform decision-making and identify solutions to issues raised.
- To build on learning from pre-consultation engagement to ensure that tactics are robust and meet statutory requirements and best practice.

1.4 The consultation is aimed at all stakeholders, including patients, members of the public and those working in primary care. It includes a focus on reaching people with protected characteristics, those from vulnerable groups or those living in deprivation, to help to ensure that the views of all communities in Sheffield are represented.

2. Consultation Activities

2.1. Awareness raising

The main focus of the first month has been to get information on the consultation out as widely as possible. As well as a dedicated section on the CCG's website and online promotion, we have printed and distributed 11,000 summary consultation documents and 750 full documents to locations across the city including GP practices, pharmacies, optometrists, community centres, leisure centres, libraries, lunch clubs, hospitals and university students unions. 30,000 postcards and 1,500 posters advertising the consultation and public meetings have also been distributed. This month we will also be handing out information to publicise the consultation at the markets, bus and train stations and local universities, and we are looking into whether we can also do this at local supermarkets. We have also worked with local media to publicise the consultation, with features in the Sheffield Star and a radio interview on BBC Sheffield, which also publicised the public meeting dates.

2.2. Public meetings

The first public meeting was held on 24th October in Broomhill – we had expected a large audience but only 8 members of the public attended. There was some very useful discussion and feedback from people there but we are obviously keen to try to get more people at the next events. We are focusing media relations work on publicising the meetings and the meeting dates will be given out with the information drops at the market and stations etc. These dates are:

- Thursday 23rd November - 6-8pm - The Circle, 33 Rockingham Lane, Sheffield S1 4FW
- Wednesday 6th December - 1.30-3.30pm - Carers Centre, Concept House, 5 Young Street, Sheffield S1 4UP

2.3. Public drop in sessions

We are also holding drop-in sessions at public libraries. Two have already taken place – at Stockbridge and Manor libraries - where we have discussed the proposals with people and captured their comments to feed into the consultation analysis. The next two events are:

- Monday 6 November - 10am - 5:30pm - Crystal Peaks Library, 1-3 Peak Square, Sheffield S20 7PH
- Tuesday 14 November - 9:30am - 5:30pm - Firth Park Library, 443 Firth Park Road, Sheffield S5 6QQ

2.4. Other meetings

In addition to the public meetings, we also presented the proposals at the Patient Participation Group Network meeting on 12th October. This meeting was attended by 29 representatives of GP practice patient participation groups in the city. As well as generating good discussion at the event, members also took away the information to discuss more widely with their practice groups.

2.5 Digital media

As per the plan presented at the last meeting, we have also sought to engage with the public via digital media. We are using social media to raise awareness of the consultation and engage with online community groups. There have been over 300 tweets from 73 different users, mainly retweeting the CCG's announcement of the public consultation.

2.6 Facebook has also generated considerable feedback, largely linked to the coverage in The Sheffield Star. Most comments have focused on the proposal to relocate the minor injuries unit and walk in centre services.

2.7 Other stakeholders

We have also met – or are due to meet - with providers, including walk-in centre staff, Sheffield Teaching Hospitals, GPs, optometrists and pharmacists.

3. Feedback Received

3.1 All feedback is being analysed by an external company, which provides a weekly update on response rates and key themes. The latest overview

(6 November) is attached as appendix 1 but key findings to note so far include:

- 199 survey responses have been received to date.
- The main concerns raised so far are around ease of access to the Northern General (most notably parking).
- Other common themes include concern around the possible impact on emergency services (A&E/Ambulances); the perceived lack of availability for those living in the South, West or East of the city; and the need for more public education about services and how to use them appropriately.
- Access to GPs is another common theme, with some concerns around placing more demand on GPs and others expressing a preference for more investment in general practice.
- In terms of the options for the urgent treatment centres, the majority of respondents (65.8%) preferred option 1, with two separate urgent treatment centres at the Northern General and Children's Hospital
- 71.91% of participants would rather be seen at a GP practice in their local area if they need an urgent GP appointment and its not relating to a long standing health issue – rather than be seen at the Urgent Treatment Centre or either

4. Next steps

4.1 The current focus is on hard to reach and vulnerable groups to ensure their views are well-represented. We are also targeting BME communities as there has been very little feedback from them to date. We are hoping to work with community and voluntary sector groups to help us achieve this, based on the success of this approach during the engagement phase.

4.2 We are also trying to work with the student unions and universities to encourage responses from students. While we have been made aware indirectly that there are concerns about the proposals amongst students, there have been very few responses from the 16-21 age group so it would seem these concerns are not being captured.

4.3 We are continuing to monitor responses to determine if additional activities are required to increase the response rate and will determine other actions required once the information drops have been completed this month.

5. Recommendations

The Scrutiny Committee is asked to:

- Note the update on progress with the public consultation
- Feedback any comments or concerns regarding the consultation activity carried out to date and the feedback received.

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