

ICB Primary Care Commissioning Committee

Date of meeting	12 October 2023
Title of paper	Update on the Withnell Health Centre Engagement
Presented by	David Rogers, Head of Communication and Engagement
Author	David Rogers, Head of Communication and Engagement
Agenda item	7a
Confidential	No

Executive summary

This paper provides the Primary Care Commissioning Committee with an update regarding the engagement on the Withnell Health Centre to support a procurement process.

The report describes the engagement process and approach which has been codesigned with members of the community, and updates committee members with regard to the number of people and the sentiment during and engagement programme which has taken place during September 2023 and which will run to 8 October.

A more detailed report will be produced which provides an evaluation of engagement which has taken place and the insights from community engagement. This will be presented at a future meeting of the committee.

Advise, Assure or Alert

This report sets out to **Assure the** committee that:

- The statutory duty to involve members of the public and keep them informed of the procurement process of the ICB has been met
- Significant engagement has been undertaken to listen to patients of Withnell Health Centre.
- Insights has been captured to enable a detailed understanding of what matters to patients registered at the Withnell Health Centre which will contribute to the procurement process

Recommendations

The committee is requested to:

- Note the contents of the report.
- Receive a further report at its meeting in December 2023 which includes the evaluation.
- To note the ongoing work to inform and engage local people in Withnell in relation to the procurement process

Which Strategic Objective/s does the report contribute to		Tick
1	Improve quality, including safety, clinical outcomes, and patient experience	✓
2	To equalise opportunities and clinical outcomes across the area	✓
3	Make working in Lancashire and South Cumbria an attractive and desirable option for existing and potential employees	
4	Meet financial targets and deliver improved productivity	✓
5	Meet national and locally determined performance standards and targets	✓
6	To develop and implement ambitious, deliverable strategies	

Implications				
	Yes	No	N/A	Comments
Associated risks	✓			
Are associated risks detailed on the ICB Risk Register?	✓			
Financial Implications			✓	

Where paper has been discussed (list other committees/forums that have discussed this paper)		
Meeting	Date	Outcomes

Conflicts of interest associated with this report
Not applicable

Impact assessments				
	Yes	No	N/A	Comments
Quality impact assessment completed			✓	
Equality impact assessment completed			✓	The engagement team and the Withnell Health Centre Steering Group reviewed the demographics of the Withnell catchment area and modified the engagement approach accordingly to ensure all registered patients had the opportunity to respond.
Data privacy impact assessment completed	✓			The engagement process complies with protocols put in place with Information Governance

Report authorised by:	Professor Craig Harris, Chief of Strategy, Commissioning and Integration
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ICB Primary Care Commissioning Committee

12 October 2023

Update on the Withnell Health Centre engagement

1. Introduction

- 1.1 In February 2023, NHS Lancashire and South Cumbria ICB confirmed that a new procurement process would be undertaken for Withnell Health Centre and committed to making sure effective engagement and involvement of local people would be incorporated as part of the process in accordance with the [strategy for working in partnership with people and communities](#).
- 1.2 This report describes the process which has been undertaken to work with patients of the practice and the community to keep local people informed, respond to questions and concerns and to develop an engagement exercise which captured what is important to local people which will contribute to the procurement process.

2. Supporting a patient steering group

- 2.1 In April, the Communications and Engagement Team worked with the GP practice Patient Participation Group and Practice Manager to support the community to establish a patient steering group to oversee engagement of patients registered with the Withnell Health Centre along with a set of principles for working collaboratively.
- 2.2 A Withnell Health Centre Steering Group was established with approximately 12-15 local members, including PPG representatives and local parish councillors. The group has described itself as moving from a protest group to an engagement group. Members of the ICB engagement team have attended most of the meetings which ran from April to August. During this period, discussions and presentations were shared with the group with involvement from Donna Roberts, Associate Director of Primary Care, Professor Craig Harris, Chief of Strategy, Integration and Commissioning, Ms Alison Kerfoot, NHS Shared Business Services and Neil Greaves, Director of Communications and Engagement. The group received advice and support regarding engagement and research approaches from David Rogers Head of Communications and Engagement (Insight), and Jeremy Scholey, Engagement Senior Officer.
- 2.3 The group agreed several products to support their work and the engagement work that was planned. The first key product was an information sheet for patients to describe the history and the current position regarding Withnell Health Centre, and the procurement process. This information sheet also prompted patients about future engagement that was being planned. The

document was coproduced between the ICB and the Withnell Health Centre Steering Group.

- 2.4 Members of the group were keen to understand the demographics of the registered list for Withnell Health Centre, and an analysis of the demographics was shared with them. The demographics suggested an older population which shaped the groups approach to engagement to include face-to-face engagement as well as an online survey. This was because the group felt that the older population would prefer face-to-face interviews and interaction and the ICB would avoid digital exclusion in doing this.
- 2.5 The steering group agreed to undertake a pilot engagement study using an early draft of the questionnaire, created by the Communications and Engagement team, to determine the relevance and appropriateness of the questions that would be the focus of the engagement exercise. The purpose of the questionnaire is to capture feedback from patients and the community to support the development of the service specification and any potential scoring criteria which will be needed as part of a procurement process. The feedback from members of the public was used to shape the final engagement questionnaire. The final version of the questionnaire was created by the ICB engagement team and signed off by the ICB with support from the group.
- 2.7 Following the insight from the demographic analysis, and the feedback from the pilot, the group identified 6 locations to hold engagement events throughout September.
- 2.8 The communications and engagement team coproduced and designed with the group an advertisement poster and social media content to help promote the events with particular focus on the demographics of the community and making sure this was published in key venues and locations around the area for those who do not have access to internet or technology along with word of mouth from the community group. The events were promoted within venues and on social media by Withnell Heath Centre, the event venues as well as members of the Withnell Health Centre Steering Group. In addition, the ICB printed out over 400 posters which were distributed by members of the Withnell Health Centre Steering Group throughout the village and in adjacent villages. A briefing sheet was created, for the events to ensure that everyone was fully briefed and that a common, agreed narrative about the procurement process was shared. This was signed off by the ICB with support of the Withnell Health Centre Steering Group.
- 2.9 A page was created on the ICB website and updated regularly: <https://www.lancashireandsouthcumbria.icb.nhs.uk/get-involved/have-your-say-current-opportunities/withnell-health-centre> . As well as providing visitors with background information about the procurement and the Withnell Health Centre Steering Group, the page described the engagement, listed the events, links to the online survey and will be updated with key updates on the procurement process.

3. Delivering local engagement

- 3.1 The purpose of the engagement exercise delivered from 1 September and running to 8 October is to capture feedback from patients and the community to support the development of the service specification and any potential scoring criteria which will be needed as part of a procurement process.
- 3.2 The engagement events were very popular with registered patients. Six events were held and these are listed with the number of attendees, and the engagement support that was available:
- 1) Hillside, Brinscall, 17:00-19:00 on Thursday 31/8. This was attended by six members of the Withnell Health Centre Steering Group, and 4 members of the engagement team. A total of 58 people attended and were interviewed or completed questionnaires.
 - 2) Withnell Fold sports club, 15:00-19:00 on Friday 1/9. Eight members of the Withnell Health Centre Steering Group attended, and three members of the engagement team. A total of 88 people attended and were interviewed or completed questionnaires.
 - 3) Wheelton Village Hall, 16:30-18:30 on Thursday 7/9. Six members of the Withnell Health Centre Steering Group attended, and three members of the engagement team. A total of 52 people attended and were interviewed or completed questionnaires.
 - 4) Abbey Village primary school, 15:30-17:30 on Wednesday 13/9. Four members of the Withnell Health Centre Steering Group attended, and two members of the engagement team. A total of 75 people attended and were interviewed or completed questionnaires.
 - 5) Hillside, Brinscall, 17:00-19:00 on Thursday 14/9. This was attended by ten members of the Withnell Health Centre Steering Group, and 4 members of the engagement team. A total of 114 people attended and were interviewed or completed questionnaires.
 - 6) Holdens, Abbey Village, 14:00-16:00 on Wednesday 27/9. Three members of the Withnell Health Centre Steering Group attended, and three members of the engagement team. A total of 64 people attended and were interviewed or completed questionnaires.
- 3.3 Over the six engagement events a total of 451 people registered with the Withnell Health Centre were interviewed and engaged with.
- 3.4 Engagement staff who conducted detailed interviews with a significant number of the event attendees experienced a significant level of mistrust and cynicism about the survey and the procurement process. The majority were concerned about the loss of the GP practice and concerned about any potential reduction in the quality of care and continuity of care. In a very small minority of interviews, engagement staff from the ICB experienced hostility and aggression from attendees. While this was a small minority of people, and was managed by the engagement team, it was unacceptable. The support from the Withnell Health Centre Steering Group was appreciated as they shared messages with the community about the importance of respect

and appropriate behaviours towards NHS staff in the engagement events. To mitigate this, a set of frequently asked questions were added to the website in September to reduce misinformation within the community.

- 3.5 At the request of the Withnell Health Centre Steering Group, we agreed to extend the closing date of the survey so that a MacMillan Coffee Morning, taking place at Withnell Health Centre, on Saturday 7 October can be used to capture any responses from patients who have not yet been able to complete the questionnaire.
- 3.6 At the time of writing this report, more than 2,000 people have already responded to the NHS Lancashire and South Cumbria ICB online survey regarding Withnell Health Centre.
- 3.7 The online survey will be closed from Sunday 8th October 2023, and the ICB has indicated that any patients of Withnell Health Centre who have chosen to fill in a paper questionnaire are asked to ensure these are handed in at the practice reception by this Friday 13 October 2023.
- 3.8 The detailed analysis of the engagement, including patient testimony and lived experience, along with the data from the online survey will begin at pace following the final deadline.
- 3.9 It is anticipated that the draft report of the analysis will be shared with the Withnell Health Centre Steering Group in draft format to enable any comments and feedback which will contribute to a final report which will be presented to a future Primary Care Commissioning Committee.

4. Next steps

- 4.1 The engagement activity to support a future procurement process for Withnell Health Centre has been coproduced with the Withnell Health Centre Steering Group and as such has been successful in eliciting the views of the vast majority of registered patients of the practice. The response rate, while still to be evaluated as we are awaiting the outstanding questionnaires, will in all likelihood be one of the highest response rates that we have seen as an ICB compared with practice population. This should provide the committee, the ICB and the community with a considerable degree of assurance.
- 4.2 The communication and engagement team will continue to input and analyse the outstanding questionnaires and work towards a full report of the engagement for the December Primary Care Commissioning Committee as planned. The insight from the engagement exercise will be used to make sure it is well understood what matters to local people and to make sure this is a key piece of intelligence to support a procurement process. A next step is to make sure patients of Withnell Health Centre and the community are kept informed of any updates or decisions regarding the procurement process and to be clear about continued public involvement in the process.

5. Recommendations

5.1 The committee is requested to:

1. Note the contents of the report.
2. Receive a further report at its meeting in December 2023 which includes the evaluation.
3. To note the ongoing work to inform and engage local people in Withnell in relation to the procurement process.

David Rogers
Head of Communication and Engagement (Insight)
02/10/23