

Dudley Clinical Commissioning Group

Report of the Chief Accountable Officer, Paul Maubach

Update on Urgent Care Public Consultation

1.0 Purpose of Report

To update members on the public consultation on urgent care in Dudley currently being carried out by Dudley Clinical Commissioning Group ('the CCG').

2.0 Background

Following a report to the Health Scrutiny Committee on 25 September, Dudley CCG began on 1 October a consultation on proposals to improve local urgent care services.

The consultation runs until 24 December, but it has already generated a great deal of interest.

This report provides an update to committee members on the consultation activity undertaken so far, some of the key themes to emerge and a look ahead to activity planned for the remainder of the consultation period.

3.0 Consultation Activities Since 1 October

Consultation documents: A consultation document, with freepost response form, has been produced in electronic and hard copy versions, with an 'easy read' version also available. Around 2, 000n hard copies have been sent out so far, through a wide range of channels, including:

- Dudley GP Practices.
- Dudley Healthcare centres.
- Dudley HealthCare forum members.
- Halesowen Older People Forum.
- Dudley Youth Council.
- Dudley and Stourbridge College.
- Dudley Age Concern.
- Dudley Carers Forum.
- A number of health related groups.
- A number of faith groups.

By the time of writing this report (28 October) we had already received 293 completed

questionnaires back through the post.

Online survey

We have also launched an online survey, accessible via our website which has so far generated 47 responses.

Meetings

Before the end of October, GPs and senior managers from the CCG had attended at least 15 meetings of local stakeholder groups to talk about the proposals and hear first-hand what local people think of them.

Total attendance at these meetings ran into several hundred people. We expect this figure will at least double by the end of the consultation period.

As well as actively seeking invitations to local organisations, the CCG is also hosting its own series of drop-in sessions

Website and Social Media

All the consultation materials are available via our website www.dudleyccg.nhs.uk and we are also using our social media platforms (Facebook and Twitter) to broaden the range of opportunities that local people have to take part in the conversation about what they want from their urgent care services.

'Feet on the Street'

Feet on the Street is the name for our regular 'vox pop' videos, recorded in local communities by our in-house engagement team. The team recently took to the street to capture the views of local people on urgent care as a part of the consultation exercise. The clip is due to be screened at the November CCG board meeting and will also be uploaded to our new YouTube site.

Media Coverage

There has been significant media interest in our plans, with front page coverage in the Express and Star on the launch of the consultation, and a number of follow-up pieces elsewhere in the local media.

Task and Finish Group

A task and finish group has been established with invited representatives from the CCG, Healthwatch, Dudley CVS, local Patient Participation Groups (PPGs), Dudley Council and Dudley Group's public governors.

The group has met and identified a number of key issues which will be fed into further discussions.

4.0 Emerging Themes

We do not wish to pre-judge the outcome of the consultation while it is still 'live' but we can share with members a number of key themes to have emerge.

Unsurprisingly, these are largely similar to the issues raised by members during discussions at the meeting on 25 September, and include:

- A number of people have commented favourably on the service provided at the Holly Hall Walk-In Centre and emphasised that any changes should ensure that urgent care services are at least as good under the new model.
- There are clear concerns across the borough about difficulties in accessing GP services.
- The quality of urgent care services for patients with mental health issues has been

raised as an issue of concern.

- Proposals for an urgent care centre sited at Russell's Hall have raised concerns about ease and cost of parking

Clearly, addressing these issues will be a key part of our response to the consultation, but we plan to use the second part of the consultation period to consider some of them in more detail.

5.0 Future Consultation Activity

Consultation activity planned for November and December includes:

Independent Patient Survey

We have commissioned Healthwatch Dudley to carry out an independent patient survey of service users at Accident and Emergency at Russell's Hall and at the Walk-In Centre. This is due to take place in November.

Live 'webchats': For the first time in a public consultation exercise we are offering people the chance to have a live online conversation with senior representatives of the CCG through two live online question and answer sessions. The first is with Dr Steve Mann, our Clinical Executive for Acute and Community Care, on 20 November from 4.30 – 6.30 pm. The second is with Paul Maubach, our Accountable Officer, on 10 December, also from 4.30 – 6.30 pm

Future Meetings

November is a particularly busy time for attendance at meetings, and we hope to build on the productive conversations we have already had. In particular we are hoping for support from local members in securing slots at the November round of community forum meetings.

General

We will continue to use all the communication and engagement channels at our disposal to encourage as many people as possible to share their views on this very important service.