

Improving Unscheduled and Urgent Primary Care Services

The future of services currently provided at Alma Road Primary Care Centre

Consultation, Communication and Engagement Strategy

1. Background

NHS Peterborough is in the process of reviewing all of the elements of its urgent care services. These services provide treatment for less serious illnesses and injuries which require immediate care but which do not require the full services of an accident and emergency department.

What is needed is efficient, high-quality, cost effective services. When people need urgent care they do not want, or need to have to negotiate a complex system of services. We need a simple system that allows people to access the right care at the right time.

There is a need to improve access to timely and appropriate urgent care to patients, and provide information and advice so that patients can make an informed choice about which service they use and when.

Due to the current financial situation faced by NHS Peterborough, the current urgent care services provided cannot be sustained and therefore NHS Peterborough has identified new ways of offering this care to patients, which will be more efficient and cost effective as well.

As part of our assurance that this consultation process meets the Lansley Criteria for Significant Service Change:

- NHS Peterborough's Clinical Change lead Dr Michael Caskey (GP at Park Medical Centre) has indicated his support for this proposal and that he believes there will be more widespread support from other GPs whom we are now consulting.
- Public and patient engagement activity will be undertaken as part of this process and we will consult with other key stakeholders. As part of any strategy undertaken by NHS Peterborough, a comprehensive stakeholder mapping exercise is conducted to ensure the views of all effected and

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interested stakeholders and groups are sought and recorded, and reflected in the decision making process.

- The service commissioned is not being fully utilised by the public and valuable resources can be utilised within other clinical services. Capacity in other areas of the system can support those service elements which are being used, such as GP practices within a one mile radius of Alma Road, with open lists to register patients.
- Patient Choice will be supported through the availability of other urgent care services available to patients in the city, and other GP practices within a one mile radius of Alma Road with open lists to register patients. As part of the consultation process patients will be informed of these choices through the consultation document, website information, NHS Choices, etc.

In line with our aims to deliver a simple and effective system of care for the population of Peterborough we believe that this consultation will have the following positive benefits for healthcare provision and access in the city:

- Unscheduled and urgent care services will be rationalised as part of the overall urgent care strategy.
- Walk in service provision will no longer be duplicated in Peterborough.
- Patients will access simplified pathways and be able to find the right service at the right time.
- Through the increased promotion of primary care services there will be wider care provision available to all patients – including vulnerable and excluded groups.
- There are real opportunities to educate patients via Choose Well campaign regarding the appropriate use of health services including those currently offered at the Alma road Primary Care Centre.

Please see consultation document

The aim/purpose of this strategy is therefore:

- To ensure the consultation meets the Lansley Criteria for Significant Service Change.
- To ensure that the PCT meets its statutory duty in relation to Section 242 of the National Health Service Act of 2006.
- To ensure communication and engagement is integral to decision making regarding the future of Walk-in Primary care Services in Peterborough.
- To ensure communication and engagement processes are in place and to oversee and monitor delivery of these processes.
- To ensure that all communication and engagement material is consistent, accurate and timely.
- To ensure that all communication material is designed for the intended audience in line with the PPCT Producing Information for the Public policy.

The purpose of this strategy is to support this process and explain how identified stakeholders will be engaged.

2. Communication and involvement objectives

- To ensure that key stakeholders, partners, and staff are kept fully up-to-date and have the opportunity to be involved in the future of services currently provided at Alma Road Primary Care Centre.

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	2010]
Board decision	21 September
Proposal implemented	TBC

5. Key Messages

- NHS Peterborough is in the process of reviewing all of the elements of its urgent care services
- Urgent care services will be simplified to allow patients to get the right care at the right time
- The element that we are consulting on is the Alma Road Primary Care Centre
- Alma Road Primary Care Centre currently provides a walk-in service for non-registered patients and for registered patients
- The service opened in April 2009 as part of a national directive from the Department of Health arising from the Interim report of Lord Ara Darzi.
- The service is seeing far fewer registered patients than expected, using valuable resources which can be utilised within other services.
- Capacity in other areas of the system can support those service elements which are being used, such as GP practices within a one mile radius of Alma Road with open lists to register patients, who also offer extended opening hours.
- The walk-in element of Alma Road Primary Care Centre is a duplication of the similar walk-in services offered at the City Care Centre and at other GP practices. The registered patient list alone is too small to be sustained as a viable GP practice.
- This change supports our overall financial turnaround plan

Appendix 1 Stakeholder mapping

Partner
NHS Peterborough Board
Scrutiny Committee for Health Issues
NHS East of England
Department of Health
Peterborough and Stamford Hospitals Foundation Trust
Cabinet Member for Health
3-Well
MPs x2
Local Ward Councillors
GPs
Peterborough LINK
Peterborough Community Services Sub Committee
Peterborough Local Involvement Network (LINK)

Consult
NHS Public Consultation Forum
Partnership Boards
East of England Ambulance Trust
NHS Northants, NHS Lincs, NHS Cambs
New Link
Pharmacists
Cambs and Peterborough Constabulary
St Theresa's Hostel
Community Groups and Voluntary Orgs – through Peterborough Council for Voluntary Services
Staff (not directly affected)
Staff PCS (not directly affected)

Involve
Neighbourhood Councils
Community Associations

Inform
Media
Local Population
Cambs and Peterborough Foundation Trust
NHS Direct
Dentists
Opticians
Anglia Support Partnership
Sure Start
Citizen's Advice Bureau
Benefits Agency
Crosskeys Housing
Axiom Housing

Appendix 2 Approach

Partner – ensure joint ownership with stakeholders

Approaches	Organiser	Lead	Details/frequency	Status
PCT Board				
Board meeting to approve Turnaround Plan	GK	SB	9 th June 2010	complete
Board to discuss and decide on the scale and scope of consultation process	GK	PW	7 th July	pending
Board members will be invited to attend public consultation events	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Board to receive and consider consultation feedback	GK	PW		pending
Board to decide on option to implement as part of Turnaround	GK	PW		pending

Scrutiny Committee for Health Issues				
Met with Scrutiny Chair and officer to discuss proposals	BJ	DR/PW	?14 th Jun 2010?	complete
Scrutiny to discuss and decide on the scale and scope of consultation process	AH	PW	19 th July	pending
Scrutiny to be kept informed of the progress of the project	AH	PW	ongoing	ongoing

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NHS East of England				
Met with NHS EoE staff to approve Turnaround Plans	SS	SB	?	complete
Met with NHS EoE staff to discuss proposals	PW	PW	?	complete
NHS EoE to advise on of consultation process	JLC	PW	6 th July	pending
NHS EoE need to receive e-mail from Director of Clinical Change re support for the proposals from GPs	PW	MC	Before 19 th July	pending
NHS EoE to be kept informed of the progress of the project	KC	PW	ongoing	ongoing

Department of Health				
DoH to advise on of consultation process	JLC	PW	6 th July	pending
DoH need to receive e-mail from Director of Clinical Change re support for the proposals from GPs	PW	MC	Before 19 th July	pending
DoH to be kept informed of the progress of the project	KC	PW	ongoing	ongoing

PSHFT				
Arrange to meet in person to discuss proposals	KC	PW	After 19 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

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Cabinet Member for Health				
Arrange to meet in person to discuss proposals	KC	PW	After 19 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

3- Well				
Arrange to meet in person to discuss proposals	KC	PW	After 19 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

MPs				
Arrange to meet in person to discuss proposals	KC	PW	After 19 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

Local Ward Councillors				
Arrange to meet in person to discuss proposals	KC	PW	After 19 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

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GPs				
Arrange to meet through Core Group to discuss proposals	AP/LH	PW	After 19 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

Peterborough LINK				
Arrange to attend LINK meeting to discuss proposals	AB (Shaw Trust)	PW	20 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

PCS Sub Committee				
Arrange to attend meeting to discuss proposals	PS	PW	15 th July	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

Joint Forum				
Arrange to attend meeting to discuss proposals	KH	PW	?2 nd Sept 2010?	pending
To be invited to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
To be kept informed of progress of the project with regular updates.	KC/ SO /SP	PW	ongoing	ongoing

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Consult – ensure that stakeholders are engaged

Approaches	Organiser	Lead	Details/frequency	Status
NHSPCF				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Partnership Boards				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

EoE Ambulance Trust				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

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NHS Northants, Lincs, Cambs				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

New Link				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Pharmacists				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Cambs and Peterborough Constabulary				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

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St Theresa's Hostel				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Community and Voluntary Groups through PCVS				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

NHSP Staff				
Inform staff of proposals through Chief Execs Briefing, PCT Connect and Extranet	AMB	PW	After 19 th July	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

PCS Staff not directly affected				
Inform staff of proposals through Extranet, internal comms and team meetings	MC	PW	After 19 th July	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Involve – ensure stakeholders are involved

Neighbourhood Councils				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Community Associations				
Letter to be sent inviting them to public meeting re proposals	GK/JLC	PW	?12 th Aug 2010? ?24 th Aug? 2010	pending
Issue consultation documentation.	KC/ SO /SP	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

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Inform – ensure stakeholders are aware

Approaches	Organiser	Lead	Details/frequency	Status
Media				
Issue consultation documentation and media statement	AMB	PW	After 19 th July	pending
To be kept informed of implementation dates and service details.	AMB	PW	After consultation period	pending

Approaches	Organiser	Lead	Details/frequency	Status
Local Population				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Mental Health Trust				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

NHS Direct				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Dentists				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Opticians				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

ASP				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Sure Start				
To be kept informed of implementation	KC/ SO /SP	PW	After consultation period	pending

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dates and service details.				
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Citizen's Advice Bureau				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

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Benefits Agency				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Crosskeys Housing				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Axiom Housing				
To be kept informed of implementation dates and service details.	KC/ SO /SP	PW	After consultation period	pending

Abbreviation Key

GK	Gemma Keats	SP	Sandra Pryor
PW	Paul Whiteside	SO	Sue Oakman
JLC	Jane Coulson	AP	Andrea Patman
GA	Gina Allen	LH	Liz Hurst
AH	Alana Hair	AB	Angela Burrows
BJ	Beverly Jost	PS	Paul Sproat
SB	Sheila Bremner	KH	Kerry Holliday
MC	Mark Cole	AH	Angela Hartley
DR	Denise Radley	AMB	Amie Barber
KC	Kyle Cliff		

Appendix 3 Resources

There are budget implications in terms of the resources/material associated with a public consultation:

- venue hire
- consultation document
- tailored letters
- presentation
- media releases

Appendix 4 Evaluation

- Feedback from staff meetings
- Feedback from team leaders
- Feedback from public consultation events
- Monitor media coverage
- Ask for feedback via the extranet
- Word of mouth