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North of England  
Commissioning Support

# Communications and Engagement Plan

V1.9

*Easington Healthworks  
APMS Contract*



Project title:	Easington Healthworks APMS Contract
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## Change Record

Date	Author	Version	Summary of Changes
8/12/15	SH	1.2	Amends for first draft for NHSE
10/12/15	NG	1.3	Amends after meeting with NHSE
11/12/15	SMcK	1.4	Addition of patient survey questions and patient letter
13/12/15	DJ/SH	1.5	Amendments
15/12/15	WS	1.6 1.7	Amendments
16/12/15	DJ SH	1.7	Amendments
17/12/15	WS	1.8	Amendments
17/12/15	MB	1.9	Amendment and sign-off

Distribution This document has been distributed to:

Name	Title	Date of issue	Version
Denise Jones and Wendy Stephens	Primary Care Commissioning Managers Manager	16/12/15	1.7

## Background

On 16 March 2009, IntraHealth Ltd was awarded an Alternative Provider Medical Services (APMS) contract following a procurement exercise. The contract was to deliver essential, additional and enhanced services from a site at Wingate Medical Centre (considered separately) and also at Easington Healthworks. The Healthworks site was contracted to deliver primary medical services to registered and unregistered patients and was a 5 year contract which was due to expire on 31 March 2014. The local Clinical Commissioning Group (CCG) has managed the unregistered element of the Healthworks service since 01 April 2013.

A review of the registered element was undertaken by NHS England in 2013 and an extension was granted to the contract until 31 March 2016.

Patient and stakeholder engagement was subsequently undertaken between 4 August 2014 and 29 August 2014, and following this a report went to Overview and Scrutiny Committee in October 2014 which proposed extending the contract until 31 March 2016 and to then determine the future of the contract in conjunction with the CCG. This extension was formally approved by NHS England.

The Healthworks site delivers essential, additional and enhanced services to a registered list of 1585 patients as at 1 October 2015. It is open between 08.00 and 20.00 hours, 7 days a week.

Easington Healthworks is located in a purpose built health centre in Easington Colliery.

On 11 August 2015, NHS Durham Dales Easington and Sedgefield considered a review of the services undertaken by NHS England. As a level 3 CCG, they have responsibility for primary care commissioning in the area, as well as responsibility for commissioning acute and community health services.

## Legal duties

Section 242 of the NHS Act 2006 (as amended by the Act 2012) sets out the statutory requirement for NHS organisations to involve and consult patients and the public in:

- The planning and provision of services.
- The development and consideration of proposals for changes in the way services are provided.
- Decisions to be made by NHS organisations that affect the operation of services.

Section 244 of the NHS Act 2006 requires NHS organisations to consult relevant Overview

and Scrutiny Committees (OSC) on any proposals for a substantial development of the health service in the area of the Local Authority, or a substantial variation in the provision of services.

## The NHS Constitution

NHS Constitution gives the following rights and pledges to patients:

“You have the right to be involved, directly or through representatives, in the planning of healthcare services, the development and consideration of proposals for changes in the way those services are provided, and in decisions to be made affecting the operation of those services.”

“The NHS commits to provide convenient, easy access to services within the waiting times set out in the Handbook to the NHS Constitution (pledge);

“The NHS commits to make decisions in a clear and transparent way, so that patients and the public can understand how services are planned and delivered (pledge).

“You have the right to receive care and treatment that is appropriate to you, meets your needs and reflects your preferences.”

In the terms of the statute and the NHS Constitution as explained above and because the GP services will be delivered in the same locations, this does not constitute significant variation of NHS services to trigger a formal consultation.

However best practice shows, and in line with the spirit of section 242 and the NHS Constitution, that getting the patient population involved in the changes (asking for their thoughts) will provide valuable information to assist the Commissioner and the future provider in both the procurement process and mobilisation of a new service.

As such, NECS will now carry out a communications and listening exercise to provide information about the procurement, and the opportunity to gather patient’s experiences, comments and views.

In the main this is to provide reassurance to patients that GP services are to continue, and to capture their views and answer any questions or concerns they may have.

## Communications and engagement objective(s)

- To inform patients of the situation and to reassure them that services will be commissioned and continue to be provided
- To explain the clear rationale as to why this is taking place

- To gather patient experience, suggestions, questions and concerns in a systematic way and respond to them
- To meet NHS legal duties for engagement, equality duties and best practice engagement and communications

## Plan development

The plan has been developed with NHS England and the NECS communications and engagement team.

## Stakeholders and audiences

- Patients (directly affected), plus:
  - Overview and Scrutiny Committee
  - MPs
  - Healthwatch
  - Local GP practices
  - LMC
  - Health and Wellbeing Board
  - Practice patient participation groups
  - NHS England (clinical strategy)
  - Local Councillors
  - Local Pharmacists
  - Local community/voluntary groups

## Communications and engagement tactics

### Letter to all registered patients

Letter to over 16s in the household with a paragraph asking them to ensure that all members of the household registered with these practices are aware of its content, they will be provided with a paper copy, patient information sheet, survey (to include freepost address). Patient information sheet will need to include detail of the events.

## Survey

A short survey will be available both on paper and online for patients. Paper copies will be provided with a mailshot to all registered patients (over 16) while the online survey will be hosted on relevant websites and on communication material.

## Drop-in sessions

Two drop in sessions will be held in Easington Colliery giving the opportunity for discussion and information

## Focus groups

(At least) One focus group will be held to give the opportunity for patients to input and feedback. We will partner with a local CVS organisation to deliver the focus group and face to face engagement.

## Stakeholder engagement

Media relations and stakeholder management will be carried out by NHS England communications team. This includes liaison and attendance at meetings.

Meeting	Who (via officers where appropriate)	Mechanism and notes	Lead
MPs	Graeme Morris	Briefing (+call)	NECS to provide briefing.  NECS to issue on behalf of NHSE and CCG  Primary care team to call if requested.

Meeting	Who (via officers where appropriate)	Mechanism and notes	Lead
Overview & Scrutiny Committee Officer	Stephen Gwilym – Health Scrutiny Officer	Briefing	<p>NECS to provide briefing.</p> <p>NECS to issue on behalf of NHSE and CCG</p> <p>Primary care team to call if requested.</p>
Health and Wellbeing Board	<p>Chair – Cllr Lucy Hovvels</p> <p>Vice Chair - Dr Stewart Findlay</p>	Briefing	<p>NECS to provide briefing.</p> <p>NECS to issue on behalf of NHSE and CCG</p> <p>Primary care team to call if requested.</p>
Healthwatch	Judith Mashiter - Chair	Briefing	<p>NECS to provide briefing.</p> <p>NECS to issue on behalf of NHSE and CCG</p> <p>Primary care team to call if requested.</p>

Meeting	Who (via officers where appropriate)	Mechanism and notes	Lead
LMC	Dr James McMichael – Chair  Dr David Robertson - Secretary	Briefing	NECS to provide briefing.  NECS to issue on behalf of NHSE and CCG  Primary care team to call if requested
Local Councillors  Durham Cllrs	Cllr David Boyes  Cllr Angela Surtees   Easington Village Parish Council	Briefing	NECS to provide briefing.  NECS to issue on behalf of NHSE and CCG  Primary care team to call if requested

## Publicity, marketing and PR

- Dedicated information section on CCG and practice websites (tba)
- Press release and media briefing
- Social media



## Equality and Diversity

Consideration will be given to equality and diversity throughout the engagement process. This will include consideration of the diversity of local communities within the Easington area.

Statutory obligations in relation to equality and diversity will be met, including targeted engagement, as appropriate, of groups with protected characteristics.

These groups are defined by the Equality Act 2010 as:

- age
- gender reassignment
- marriage or civil partnership
- pregnancy or maternity
- disability
- race
- religion
- sex
- sexual orientation

Information will be provided in different formats and languages if requested. NECS will liaise with local advocates and groups as appropriate.

## Scope and Risk

Risk	Mitigation
Failure to engage with relevant stakeholders and meet statutory duties/stakeholders feel they have not been fully involved.	Plan developed identifying relevant stakeholders and partners.  Ensure all stakeholders receive appropriate updates and feedback.  Ensure appropriate stakeholders are invited to interview/discussion groups  Ensure clear communication of messages through robust communications plan,

Risk	Mitigation
	including updates on CCG website.
CCG and NHS England do not engage with marginalised, disadvantaged and protected groups	Plan identifies relevant groups and organisations. Also work with local voluntary sector groups, community organisations and partners to access these groups and communities
Lack of response	Ensure adequate publicity and support where appropriate
Lack of participants in individual and group discussions	Ensure adequate publicity, varied times, dates and accessible venues
Accessibility of engagement activities and appropriate feedback mechanisms to those taking part	Engage with community and voluntary sector partners  Include appropriate feedback mechanisms in plan that are accessible to people with varying needs and abilities
Managing expectations of members of the public	Ensure adherence to communications plan and advise NHS England and CCG of any issues that arise.

## Outputs

At the end of the engagement period a full output report will be produced, which will include thematic analysis and recommendations which can be used for service specifications and future planning.

## Timescales

Preparation actions	Who	When	Notes
Draft communications and engagement plan	NECS	8 December 2015	Drafted
Agree communications and engagement plan	NHS England, DDES CCG	11 December 2015	
Develop engagement and stakeholder communications tools <ul style="list-style-type: none"> <li>• Letter to registered patients aged over 16</li> <li>• Patient information document</li> <li>• Self-completion questionnaire</li> <li>• Drop-in sessions</li> <li>• Stakeholder briefing</li> <li>• Copy for GP bulletin</li> <li>• News release</li> <li>• Web copy</li> <li>• Social media plus video</li> </ul> Please note this will include additional costs for mailing, printing etc see cost estimates outline below	NECS  NHS England for media and social media	8 December 2015	Drafted
Sign off engagement tools and external costs (e.g. postage, print)	NHS England, DDES CCG	11 December 2015	
Printing and distribution of materials – send to mailing house	NECS	14 December, 2015, 9.30am	
Plan stakeholder engagement including booking drop ins	NECS	8 December 2015	
Engagement	NECS	January 2016	
Report	NECS	February 2016	



**Durham Dales, Easington and Sedgefield  
Clinical Commissioning Group**

Sedgefield Community Hospital  
Salters Lane  
Sedgefield  
TS21 3EE

**18 December 2015**

Dear Patient

**Important information about your GP practice – Easington Healthworks**

I am writing to you as you are a registered patient with Easington Healthworks GP practice to update you on important information in relation to your practice.

All GP practices in England and Wales hold a contract to deliver health care to local patients in the community. Many contracts are open-ended but some are time-limited.

You will already be aware that the contract for your practice is due to change.

The contract at your practice has had a number of temporary extensions. It is now due to come to an end on 31 March 2016. NHS Durham Dales, Easington and Sedgefield Clinical Commissioning Group (DDES CCG), the organisation responsible for planning and buying local health services and, which now commissions primary medical services (GP services) from the practices in Easington, is working with NHS England to secure continuity of services so that patients can continue to access health care locally.

There will be changes to the way the GP services are contracted and there may be a change to the provider of the services as a result of the tender process. All GP Practices need to deliver the same primary medical services irrespective of the contract type. There will be a reduction in the hours in which the services will be delivered from the Healthworks site, but there will be the option to access services at the practice's main site.

Health commissioners are committed to arranging a contract to meet local needs and we are working to put arrangements in place. A patient information sheet accompanies this letter, which we hope will help answer any questions/concerns you may have.

If you do have questions/comments, or would like further information, please come and see us at one of the patient information sessions and complete the enclosed survey.

There is also an opportunity to feedback online at:

[www.surveymonkey.com/r/easingtonhealthworkssurvey](http://www.surveymonkey.com/r/easingtonhealthworkssurvey)



<b>Patient Information sessions</b>		
	When	Venue
Session 1	Thursday 21 January 2016  6.00pm – 7.00pm	Easington Social Welfare Centre, Seaside Lane South (Back), Easington Colliery, Peterlee, County Durham, SR8 3PL
Session 2	Monday 25 January 2016  10.00am – 11.00am	Easington Social Welfare Centre, Seaside Lane South (Back), Easington Colliery, Peterlee, County Durham, SR8 3PL

If you would be interested in attending a focus group, please register your attendance by telephone 0191 3742795 or email [NECSU.comms@nhs.net](mailto:NECSU.comms@nhs.net). Please let us know if you have any special requirements.

Healthwatch County Durham is the statutory independent consumer champion for users of health and social care services. It listens to, advises and speaks up on behalf of consumers. If you have any concerns or would like to discuss these changes with Healthwatch, please call 0808 801 0384 (freephone from landlines) or access the Healthwatch County Durham website <http://www.healthwatchcountydurham.co.uk>

Yours faithfully



**Nicola Bailey**  
Chief Operating Officer

## **Patient Information Sheet**

### **Background**

All GP practices in England and Wales hold a contract to deliver primary medical services to local patients. The majority of contracts are open-ended, but there are some newer contracts in place that are time-limited.

The contract at your practice has had a number of temporary extensions. It is now due to come to an end on 31 March 2016. NHS Durham Dales, Easington and Sedgefield (CCG), the organisation responsible for planning and buying local health services, has reviewed the need for the services and is clear they need to continue. Equally, the CCG must formally put out these contracts to tender to ensure value for money from public funds.

### **What does it mean for me as a patient?**

There will be changes to the way the GP services are contracted and there may be a change to the provider of the services as a result of the tender process. There will also be a reduction in the hours in which the services will be delivered from the Healthworks site, but there will be the option to access services at the practice's main site.

All GP Practices need to deliver the same primary medical services irrespective of the contract type across the whole practice.

### **How can I have a say as a patient?**

NHS Durham Dales, Easington and Sedgefield CCG wants to make sure patients understand what is planned, and have the opportunity for any queries to be clarified and an opportunity to share with the CCG what is important to them in relation to these proposals.

People will be able complete the attached survey or online at:

[www.surveymonkey.com/r/easingtonhealthworkssurvey](http://www.surveymonkey.com/r/easingtonhealthworkssurvey) and attend one of the sessions below:

<b>Patient Information Sessions</b>		
	<b>When</b>	<b>Venue</b>
Session 1	Thursday 21 January 2016 6.00pm – 7.00pm	Easington Social Welfare Centre, Seaside Lane South (Back), Easington Colliery, Peterlee, County Durham SR8 3PL
Session 2	Monday 25 January 2016 10.00am – 11.00am	Easington Social Welfare Centre, Seaside Lane South (Back), Easington Colliery, Peterlee, County Durham SR8 3PL

If you would like to attend one of the patient information sessions, please register your attendance by telephoning 0191 3742795 or email [NECSU.comms@nhs.net](mailto:NECSU.comms@nhs.net)

Please let us know if you have any special requirements.

Alternatively you can also register your interest in attending a focus group by email or through the above number.

### **Additional support to ensure everyone can have their say**

If you or someone you know wants to provide face to face feedback but are unable to attend planned drop-in sessions or focus groups due to mobility, accessibility or transport issues, please send the details to [NECSU.comms@nhs.net](mailto:NECSU.comms@nhs.net) or ring 0191 374 2795 We will make arrangements to contact you or the person you inform us about to ensure all patients can have their views heard.

### **What happens next?**

NHS Durham, Dales, Easington and Sedgefield CCG will write out to patients following the engagement period with an update on the procurement together with a summary of key themes from the information sessions and survey.

These themes will be used to help the CCG to carry out the procurement of the new contract for the branch service. It will also be used alongside other information the CCG already knows about what is important to the public about general practice from both local feedback and national surveys on patient experience and working closely with other health commissioners in the area.

## **Patient Survey – Easington Healthworks GP services changes**

All GP practices in England and Wales hold a contract to deliver primary medical services to local patients. The majority of contracts are open-ended, but there are some newer contracts in place that are time-limited.

The contract at your practice has had a number of temporary extensions. It is now due to come to an end on 31 March 2016. NHS Durham Dales, Easington and Sedgefield (CCG), the organisation responsible for planning and buying local health services, has reviewed the need for the services and is clear they need to continue. Equally, the CCG must formally put out these contracts to tender to ensure value for money from public funds.

There will be changes to the way the GP services are contracted and there may be a change to the provider of the services as a result of the tender process. There will also be a reduction in the hours in which the services will be delivered from the Healthworks site, but there will be the option to access services at the practice's main site.

All GP Practices need to deliver the same primary medical services irrespective of the contract type across the whole practice.

### **Your views**

Please make sure you have read the supporting information about the future of the Healthworks GP practice before you fill out this survey.

We would like to hear your views about this proposed change, and how it will affect you and your family, as well as what matters most to you to help you access this service.

Please note all responses are confidential, and please use the freepost address below to return your survey. The deadline for responses is **Monday 1 February 2016**.

**FAO: Comms and Engagement**, FREEPOST RLSH-KHYU-YREH, North of England Commissioning Support, John Snow House, Durham University Science Park, DH1 3YG  
You can also access this survey online at:

[www.surveymonkey.com/r/easingtonhealthworkssurvey](http://www.surveymonkey.com/r/easingtonhealthworkssurvey)

If you would like help to complete this survey, please contact 0191 374 2795.

#### **1. When did you last see or speak to a GP or a nurse from your GP surgery?**

In the past 3 months

Between 3 and 6 months ago



- Between 6 and 12 months ago       More than 12 months ago
- I have never seen a GP or nurse from my GP surgery

## Reasons for contacting the practice

2. **What were your reasons for contacting the practice?** (you may tick more than one box)

Was this to.....

- |  |  |
|--|--|
| <input type="checkbox"/> Telephone to ask for an appointment | <input type="checkbox"/> Telephone to ask a question                 |
| <input type="checkbox"/> To make an appointment in person    | <input type="checkbox"/> Get a prescription (or repeat prescription) |
| <input type="checkbox"/> See the GP (appointment)            | <input type="checkbox"/> See the nurse (appointment)                 |
| <input type="checkbox"/> Have a test (such as a blood test)  |  |
| <input type="checkbox"/> Other (please specify) .....        |  |

## Access

3. **Is your GP surgery currently open at times that are convenient for you?**

- Yes       No
- Don't know

4. **If no, or you don't know, which days of the week are more convenient for you to see or speak to someone?**

- Monday       Tuesday       Wednesday
- Thursday       Friday

5. **Which of the following opening times would make it easier for you to see or speak to someone?**

**Please tick all the boxes that apply to you**

- Before 8.00am       At lunchtime
-

After 6.30pm

None of these

Other.....

**Do you have any other comments or questions/concerns?**

### How you get to your current GP service

**6. In general, how long does your journey take from home to the current site of your GP service (door to door)?**

- |   |   |
|---|---|
| <input type="checkbox"/> Less than 30 minutes | <input type="checkbox"/> Up to 30 minutes |
| <input type="checkbox"/> 31 minutes to 1 hour | <input type="checkbox"/> More than 1 hour |

**7. How do you travel there?**

- |   |  |
|---|--|
| <input type="checkbox"/> Walk                                   | <input type="checkbox"/> Drive in my own car |
| <input type="checkbox"/> With a friend or relative in their car | <input type="checkbox"/> Bus                 |

Other .....

**Do you have any other comments or questions/concerns?**

### About you

**8. Are you male or female?**

- |                               |                                 |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

Other.....

**9. How old are you?**

- |                                   |                                   |                                     |
|-----------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 18 to 24 | <input type="checkbox"/> 25 to 34   |
| <input type="checkbox"/> 35 to 44 | <input type="checkbox"/> 45 to 54 | <input type="checkbox"/> 55 to 64   |
| <input type="checkbox"/> 65 to 74 | <input type="checkbox"/> 75 to 84 | <input type="checkbox"/> 85 or over |

**10. What is your ethnic group?**

- |                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|



- A. White  
 C. Asian / Asian British
- B. Mixed / multiple ethnic groups  
 D. Black / African / Caribbean / Black British
- E. Other ethnic group.....

11. Do you consider yourself to have either:

- long-term physical or mental ill health / disability, or
- problems related to old age?

Yes  No

12. Do you care for someone with either:

- long-term physical or mental ill health / disability, or
- problems related to old age?

Yes  No

13. Are you a parent or guardian (or grandparent) who generally has to accompany a child or young person to their GP appointment?

Yes  No

Do you have any other comments, questions or concerns?

Thank you for completing this survey

  
**Durham Dales, Easington and Sedgefield  
Clinical Commissioning Group**

## Stakeholder Briefing

### Easington Healthworks

All GP practices hold a contract to deliver primary medical services to local patients in England and Wales. The majority of contracts are open-ended but there are some newer contracts in place that are time-limited. These are known as Alternative Provider Medical Services (APMS) contracts.



Easington Healthworks has one of these and after a series of extensions it is due to come to an end on 31 March 2016. In line with NHS England policy entitled, '*Managing the end of time-limited contracts for primary medical services*', NHS England, alongside NHS Durham Dales, Easington and Sedgfield Clinical Commissioning Group (CCG), the organisation responsible for planning and buying local primary medical care services, has reviewed the contract and agreed a continued need for the services. However, there is a legal requirement to tender the services to ensure value for money.

There is also a national steer to ensure equitable funding amongst practices which means all practices, irrespective of the contract they hold, are to receive the same fee per patient for delivering the same core service. This procurement will deliver on this requirement and this will release resources that will be reinvested back into general practice across the area.

The CCG proposes to offer the services as a 'branch' of an existing contract for the 1585 registered patients and there will be a reduction in the hours in which the services will be delivered from the Healthworks site, but there will be the option to access services at the practice's main site.

However, there will **not be** changes to the range of services the new provider has to deliver. All GP Practices need to deliver the same primary medical services irrespective of the contract type across the whole practices.

The main reasons the CCG has decided to do this is because:

- the size of the list remains low
- patients would not be disadvantaged as the service remains but they would also be able to access services at another practice site in the area
- it supports the national strategy of larger practices to ensure sustainability and enable the commissioner and provider to explore new models of care that help address the pressures faced by General Practice currently
- it supports the developing local strategy for General Practice for the future.

## Communication and Engagement

NHS Durham Dales, Easington and Sedgfield Clinical Commissioning Group has written to patients registered with this practice to reassure them that they will see services continue.

All registered patients will receive a letter explaining the procurement process together with a patient information sheet, and survey with an option to attend the following patient information session to raise any questions or provide comments.

<b>Patient Information sessions</b>		
	<b>When</b>	<b>Venue</b>
Session 1	Thursday 21 January 2016 6.00pm – 7.00pm	Easington Social Welfare Centre, Seaside Lane South (Back), Easington Colliery, Peterlee, County Durham, SR8 3PL
Session 2	Monday 25 January 2016 10.00am – 11.00am	Easington Social Welfare Centre, Seaside Lane South (Back), Easington Colliery, Peterlee, County Durham, SR8 3PL

As part of the procurement process, NHS Durham Dales, Easington and Sedgfield Clinical Commissioning Group would like to engage with the patient population and local stakeholders to ensure they understand what is planned, and have the opportunity for any queries to be clarified and to share with commissioners what is important to them in relation to these proposals.