



Appendix 1 – Pre-engagement activity

Date	Key contact and location	Lead	Stakeholder	Action
14 th November 2017	Sarah Burns, Director of Commissioning, Durham Dales, Easington and Sedgefield (DDES) CCG	Sarah Burns	Internal stakeholder	Met for an initial meeting to discuss the current situation and discuss what engagement is needed for gathering patient views
30 th November 2017	Tina Balbach / Gail Linstead	Tina Balbach / Gail Linstead	Internal meeting	Planning and developing the engagement activity
18 th December 2017	Meeting with DDES CCG, David Robertson and Rural Dales Councillors	Sarah Burns	Councillors	Discussed actions for engagement around the primary care services and underutilisation and how to gather views
9 th January 2018	Tina Balbach / Gail Linstead	Tina Balbach / Gail Linstead	Internal meeting	Developing the engagement activity
25 th January 2018	Bernie Crooks, Specialist Nurse / Health Visitor for Gypsy Romany Traveller Children and Families in County Durham	Tina Balbach	Gypsy Romany Travellers	Visited three sites: Ash Green Way, St Philips and East Howle and met with mothers with babies and young children to gather their views on primary care services. Also met with some older people and discussed their experiences and views on these services.
1 st February 2018	Easington Hub	Clair White	Patients and carers	Speaking to patients who attend the extended primary care service
5 th February 2018	Peterlee Hub	Clair White	Patients and carers	Speaking to patients who attend the extended primary care service
5 th February 2018	Spennymoor Hub	Lyndsey Jones	Patients and carers	Speaking to patients who attend the extended primary care service
6 th February 2018	Seaham Hub	Lyndsey Jones	Patients and carers	Speaking to patients who attend the extended primary care service



7 th February 2018	Sedgfield Hub	Lyndsey Jones	Patients and carers	Speaking to patients who attend the extended primary care service
7 th February 2018	Bishop Auckland Hub	Lyndsey Jones	Patients and carers	Speaking to patients who attend the extended primary care service
12 th February 2017	PCS – Dales hubs	Clair White	Patients and carers	Speaking to patients who attend the extended primary care service
7 th February 2018	Margaret Ross, Practice Manager, Marlborough Surgery	Tina Balbach	Patient Participation Group (PPG) Patient Group	Speaking to members of the PPG about the primary care services.
7 th February 2018	Margaret Ross, Practice Manager, Marlborough Surgery	Tina Balbach	Patients and carers	Speaking to patients about their views and experiences on using primary care services also asking them to complete a short questionnaire
8 th February 2018	Houghton Primary Care Centre, Houghton	Tina Balbach	Patients and carers	Speaking to patients about their views and experiences on using primary care services and asking why they aren't using their local services and going to this walk in service. Also asking them to complete a short questionnaire
12 th February 2018	Bishop Auckland Hubs	Lyndsey Jones	Patients and carers	Speaking to patients who attend the extended primary care service
14 th February 2018	Houghton Primary Care Centre, Houghton	Tina Balbach	Patients and carers	Speaking to patients about their views and experiences on using primary care services and asking why they aren't using their local services and going to this walk in service. Also asking them to complete a short questionnaire
14 th February 2018	University Hospital of North Durham	Clair White / Lyndsey Jones George	Patients and carers	Speaking to patients about their views and experiences on using



				primary care services and asking why they aren't using their local services and going to Accident and Emergency. Also asking them to complete a short questionnaire
14 th February 2018	Darlington Memorial Hospital	Clair White / Lyndsey Jones George	Patients and carers	Speaking to patients about their views and experiences on using primary care services and asking why they aren't using their local services and going to Accident and Emergency. Also asking them to complete a short questionnaire
16 th February	Hartlepool Urgent Care Centre	Lindsay Fox	Patients and carers	Speaking to patients about their views and experiences on using primary care services and asking why they aren't using their local services and going to this walk in service. Also asking them to complete a short questionnaire
20 th February 2018	Easington Patient Reference Group (PRG)	Gail Linstead	Patient Group	Explained to the group about the engagement work and asked for their support in gathering patient feedback
21 st February 2018	Sedgefield Patient Reference Group (PRG)	Tina Balbach	Patient Group	Explained to the group about the engagement work and asked for their support in gathering patient feedback
25 th April 2018	DDES Wide	Sarah Burns/ Clair white	DDES Practices	Presented on review of PCS Hubs
25 th April 2018	Primary Care Home Meeting	Sarah Burns/Clair white	DDES Practice locality Leads and clinical leads	Presented activity of hubs and summary of engagement report and presented 3 options for opinion
4 th May 2018	DDES GP Surveys	Lindsay Fox	Practice Managers	Surveys went out following presentation at DDES wide to gain



				the views from all practices
24 th May 2018	DDES Wide/PCH Meeting	Sarah Burns / Lindsay Fox	DDES practice locality leads/clinical leads	Follow up discussions further to information collated from surveys sent to all practices. Discussions around options again and what they felt would work best in their localities
6 th July 2018	Overview and Scrutiny Committee (OSC)	Sarah Burns/ Clair White	OSC Committee members	Presentation to the committee on review of services based on activity and engagement.
3 rd August 2018	Durham Dales PRG	Clair White / Lindsay Fox	Patient group	Presentation to the group on review and preferred options for each locality
9 th August 2018	Meeting with Dales town councillor Judith Sutherland	Sarah Burns/Clair white/Lindsay Fox	Meeting	Discussion following OSC to clear up misunderstanding over services. Full support from Judy
13 th August 2018	Sedgfield PRG	Lindsay Fox	Patient group	Presentation to the group on review and preferred options for each locality
14 th August 2018	Meeting with Sedgfield County Councillor Jude Grant	Clair White/Lindsay Fox	Meeting	Discuss proposals and clarity around what services are and why proposing changes. Support from Cllr Grant
21 st August 2018	Easington PRG	Joseph Chandy / Lindsay Fox	Patient group	Presentation to the group on review and preferred options for each locality
7 th September OSC	Overview and Scrutiny Committee (OSC)	Sarah Burns	OSC Committee members	Presentation to the committee on review of services based on activity and engagement following OSC's previous recommendations



Appendix 2 – Engagement following advice from local health Overview and Scrutiny Committee

How we have got to where we are with the model
Business Case – signed off, decision to close all day time Urgent Care and to have GP extended access only, no walk in – done 2016-17 – approved/assured by NHS E and OSC
Coms and engagement/consultation plan that went to OSC September 2016 and was approved and commenced – that message was what to do if unwell, talk before you walk, NHS111
Decisions Log
Coms and engagement presentation demonstrating where and what we have done
Presentation from federations and practices on their messages as providers
Patients designed the resources the resources and worked with the CCG to promote these messages
Practice communication – checking in screens, banners, posters, websites, SMS sessional messages
Consulted widely on the model – spent £50,000
6 month review carried out
Findings from review
Evidence following our attendance at OCS July 2018, we have responded by:
Response to OSC official feedback
Press Release reminding of message
Posters sent to all DDES practices, pharmacies and staff
Regular social media updates
Consultation and & engagement plan for change 18/19
Consultation document
NHS England 4 tests, Quality Impact Assessment, Equality Impact Assessment - NHSE are supportive of our position
Healthwatch – supportive of our position
Invitations sent out to councillors and MPs offering to meet to discuss further
Meetings with MPs
Meetings with councillors: Cllr J Sutherland Cllr J Robinson/Cllr P Brookes/ Cllr J Grant Cllr L Maddison
Area Action Partnerships (AAPs) – Heads of Services to update on proposals
PRGs – one in each locality
Further engagement – questioners carried out for a further 4-5 weeks
National guidance £6.00 per head, must provide GP extended access (not urgent care)
UTC/Urgent Care standards are – NHS 111 is the way to signpost patients to services and must be in place by next year – we are ahead of this model



Appendix 3 - Communication Plan

Stakeholder	Type	Communication Method
MPs and Councilors	Public representative	Briefings News (stakeholder) 1-1 Meetings – if required Consultation plan
Parish Councilors	Public representative	Briefings News (stakeholder) 1-1 meetings – if required Consultation plan
Pressure Groups	Public representative	Briefings News (stakeholder) 1-1 meetings – if required Consultation plan
GP Practices	CCG members	DDES Wide GPTN Newsletter Briefings News (stakeholder) 1-1 meetings – if required Consultation plan Council of Members Locality Meetings
Federations	CCG members	DDES Wide GPTN Newsletter Briefings News (stakeholder) 1-1 meetings – if required Consultation plan
Council of Members	CCG members	Council of Members Locality Meetings
Patient Reps (PRG/PPG)	Public	PRG meetings PRG Chair Meetings Briefings News (stakeholder) Consultation plan
Media	Public (interest)	Pro-active statements Radio TV Reactive statements Briefings



Existing Providers – staff	Health service provider	Staff meetings Briefings Joint communications developed between CCG and existing provider for existing staff
Local Authority (incl. AAPs, HWBB, Public Health)	Public	Briefings News (stakeholder) Consultation plan Updates at regularly attended meetings
Executive Committee	CCG Committee	Briefings
Governing Body	CCG Committee	Briefings
Overview and Scrutiny	External committee	Briefings News (stakeholder) Consultation plan
General public/patients	Public	Consultation plan Public meetings Pre-consultation information Patient education programme
Existing providers	Health service providers	Briefings News (stakeholder) Joint communications developed between CCG and existing provider for existing staff
Extended Primary Care Access Task and Finish Group	CCG internal operational group	Meetings briefings
Third sector organisations	Public/link organisations	News (stakeholder) Briefings
CCG Staff	CCG internal group	News Briefings
Carers	Public	Briefings News (stakeholder) Public meetings
Neighboring CCGs	Health Commissioner	Briefings News (stakeholder)
Hard to Reach Groups	Public	Focus Groups – one per locality with East Durham Trust



		Briefings News (stakeholder)
NHS England		Briefings News (stakeholder) Task and finish attendance
Healthwatch		Briefings News (stakeholder)
Pharmacies		Briefings News (stakeholder)
Opticians		Briefings News (stakeholder)
Dentists		Briefings News (stakeholder)
LDC		Briefings News (stakeholder)
LMC		Briefings News (stakeholder)
LPC		Briefings News (stakeholder)



Appendix 4 – Proposed Consultation activities

An overview of proposed consultation activities are contained within the table below.

Consultation Activity	Overview
Locality based events	A number of local based events will be attended by relevant CCG staff to raise awareness about the start date and timeline of the consultation, provide relevant information as to how, where and when people can have a say about the proposed plans. In particular, discussion will take place at the following meetings:
Formal public events	Nine public events across the DDES area with three in each locality taking place across the consultation period. There will be a combination of weekday evening and daytime events as well as weekend daytime events in each locality. The weekday events will each be held on different days of the week to maximise the opportunity for people to attend who may be able to attend on specific weekdays due to other commitments such as work. The proposed venues may be Peterlee, Seaham, Spennymoor, Bishop Auckland, Weardale and Barnard Castle.
Existing Provider Staff Information sessions at hubs across the DDES CCG area	
Public drop-in information sessions at public venues across DDES	Libraries, leisure centres
Discussion groups	<p>Targeted discussion groups with stakeholders with an interest in the protected characteristics defined in the Equality Act 2010.</p> <p>Facilitated and self-directed discussion groups with community and voluntary organisations For example this will include the following groups, amongst others:</p>



Investing in Children

The CCG Engagement Lead will introduce the Extended Primary Care Access consultation to young people so that they can organise at least two Agenda Days ('adult-free events').

Generally, at these events the young people will discuss the consultation document and some issues that the proposed changes may pose to young people. However, the details will be discussed in a planned session to ensure that the young people's voice is included meaningfully in planning the Agenda days. This group were also involved in the pre-engagement.

Learning Disability People's Parliament -

The CCG engagement lead will have an introductory meeting with the People's Parliament in order to discuss how partnership working could be developed in the future. The Primary Care Service consultation will be discussed. In particular, there will be a discussion around holding mini-consultation sessions with the Parliament in order to provide them with a safe and non-threatening forum where they can receive information, ask questions and have a say.

Gypsy Roma Travellers (GRT) Practitioners Forum

The GRT Practitioners Forum was set up in 2015 as a means to bring together practitioners who work with the GRT community in County Durham (both on site and in housing). The purpose is for practitioners to share and disseminate information about their services and way to seek opportunity to work together on specific issues. Through this Forum, TB will try to disseminate information about the consultation, to understand the impact that the proposed changes may have and to get the GRT community's views on the consultation. This group were also involved in the pre-engagement.



	<p>Waddington Centre</p> <p>The CCG engagement lead will arrange an introductory meeting with the Manager of Waddington Centre in order to discuss how partnership working could be developed in the future.</p> <p>The Primary Care Service consultation will be discussed. In particular, there will be a discussion around holding mini-consultation sessions with service users with mental health issues in order to provide them with a safe and non-threatening forum where they can receive information, ask questions and have a say.</p>
Information stall and presence at local public events	Key local public events will be identified and, where possible, information stalls will be set up at events containing information about the consultation. Those attending the event will have the opportunity to participate in the consultation, or to do so later at home or online.
Engagement using social media	A programme of social media communication will be developed including mechanisms such as Facebook, Twitter, You Tube etc.
Information and consultation briefing documents / questionnaires provided online and in public places	Information and consultation documents will be available online and will also be distributed across a variety of public buildings and places in the DDES area.



Appendix 5: Media Handling Strategy

NHS Durham Dales, Easington and Sedgefield CCG

Pro-active media plan

Note: a separate media handling plan for re-active media enquiries has been added as an appendix to the Primary Care Service consultation communications and engagement strategy.

Pro-active media planning is an important part of the overall communications and engagement strategy. The aim is to inform local people about the consultation and how they can get involved through as many communication channels as possible. These are outlined below.

- **Press**

1. Pre-launch press release – what we are going to do, why we are doing it, how we are doing it and how people can get involved.
2. Brief to editors of local newspapers to inform them of the forthcoming proposals including key contact details and spokespeople
3. Launch press release informing people clearly about how they can get involved (public drop in events/online questionnaire available on CCG website/how to follow us on Twitter etc.)
4. Press release prior to each public engagement event
5. Press release week prior to end of consultation i.e. last chance to give us your views
6. Press release to inform public consultation has ended and next steps, signpost to further information

- **Dr Stewart Findlay's column in the Northern Echo**

Use Dr Stewart Findlay's regular column in the Northern Echo to track progress of consultation. Dates of publication throughout the proposal are as follows:

This column is monthly.

- **Social Media**

Facebook and Twitter will be utilised to push key messages throughout the consultation. Highlighting events, surveys and opportunities to get involved. Using Facebook and Twitter effectively will allow the CCG to stay ahead of any press coverage and release messages both proactive and re-active.



The use of social media will coincide with the press plan outlined above.

- **My NHS**
All info from press releases and links to questionnaire to be e-mailed and posted to My NHS members.
- **CCG website**
Add branded banner to CCG website homepage for the duration of the consultation so that people (members of the public/staff/journalists/health partners etc) can easily access information about all aspects of the proposal via the CCG website.
- **Stakeholder newsletter**
Use quarterly stakeholder newsletter to inform stakeholders about the consultation and how they can get involved.
- **Community newsletter**
Use regular community newsletter produced by Silvia Scalabrini to inform key community contacts about the consultation and how they can get involved.
- **Communication colleagues**
Forward all press briefings to relevant communication colleagues within the local authority and hospital Trusts.

Key contacts

Any media enquiries received by the CCG or wider project team should be directed to the NECS communications and engagement team, without comment.

NECS communications and engagement: Simon Clayton: 01642 745026
simonclayton@nhs.net

CCG project contacts: Sarah Burns: 0191 371 3217 sarahburns3@nhs.net, Clair White: 0191 371 3222 clairwhite1@nhs.net

CCG communications and engagement: Tina Balbach: 0191 371 3245 tina.balbach@nhs.net

CDDFT comms: Gillian Curry: 01642 854343; gillian.curry@cddft.nhs.uk

NHS England comms: Cara Charlton, 0113 825 5481 cara.charlton@nhs.net



Appendix 6: Consultation Communications and Engagement Action Plan

Activity	Detail	Who is responsible	Timescales
Pre-engagement	Stage 1 pre-engagement activity	CCG	
	Stage 2 pre-engagement activity	CCG	
Governance	Primary Care Service Task and Finish Group <ul style="list-style-type: none"> Terms of reference Identify members Schedule weekly meetings The group will manage and oversee consultation, as outlined in their terms of reference	Delivery team	
Stakeholder Mapping	Develop stakeholder spreadsheet - contacts	TB	
	Establish existing stakeholder mapping from pre-engagement	TB/SL or JM	
	Conduct additional stakeholder mapping to ensure complete stakeholder list for consultation	TB/East Durham Trust/PCP/Groundwork re 9 protected Characteristics TB/SL	
	Review and update stakeholder list throughout consultation	TB	
Supplier and Resources	Identify suppliers and obtain quotes	Task & Finish Group/SC	
	Plan and confirm timescales and turnaround for resources and suppliers	RR	
	Procure required resources and suppliers with agreed deadlines and arrangements	RR	



	to provide each resource		
Identify and Branding	<p>Develop project branding and identity, share with PRGs</p> <p>Develop marketing material – flyers, newsletters, posters, leaflets, pull up banners, power point presentations etc.</p>	<p>Task & Finish Group/SC</p> <p>Proportion Marketing</p>	
Communications Key Messages	Development of key messages, FAQs	JMcG	
Consultation briefing document	<p>Develop consultation briefing document</p> <p>Consider different languages and formats that may be required, including large print, braille, audio, easy/read etc.</p> <p>Determine number of each type of document</p> <p>Have documents produced by agreed supplier within agreed timescales</p>	<p>Task & Finish Group/SC/TB</p> <p>JMcG</p> <p>NECS/Task and finish</p>	
Consultation Dialogue	<p>Plan content and format of required communications and engagement activity</p> <p>Develop, make arrangements for and publicise consultation activity, including Radio advertising?</p> <p>Press / media</p> <p>9 formal public events across Durham Dales, Easington and Sedgefield</p>	<p>Task & Finish Group/SL/TB/SC</p> <p>Task & Finish/SL/TB/corporate admin</p>	



	<p>Targeted discussion groups with stakeholders with an interest in the protected characteristics defined in the Equality Act 2010/ Facilitated and self-directed discussion groups with community and voluntary organisations</p> <p>Additional meetings - People's Parliament/ Investing in Children/Gypsy Roma Travellers Practitioners Forum/LGBT group/Macmillan</p> <p>Discussion groups in public places – libraries/surgeries</p> <p>Information stall and presence at local public events</p> <p>Consultation roadshows – supermarkets/shopping centres</p> <p>Online and hardcopy consultation document and survey</p> <p>Information and surveys in public places</p>	<p>TB/East Durham Trust/Groundworks/PCP</p> <p>TB</p> <p>TB</p> <p>TB</p> <p>TB</p> <p>Proportion Marketing</p> <p>NECS/TB</p>	
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<p>Developing and supporting dialogue</p>	<p>Identify suitable venues for public events Visit venues to check suitability (disability access, parking, bus route, acoustics, large numbers) Arrange catering</p> <p>Promote events</p> <p>Send invites to all stakeholders, including those who took part in the pre-engagement</p> <p>Develop facilitator packs for facilitators at events</p> <p>Develop agendas and evaluation sheets for events</p> <p>Identify and confirm facilitators and scribes for events</p>	<p>SL/TB/corporate admin</p> <p>NECS</p> <p>TB/NECS</p> <p>CW/TB</p> <p>CW/TB</p> <p>TB</p>	
<p>Online</p>	<p>Design dedicated section on CCG website</p> <p>Ask for partners and stakeholders to place on their websites and to cascade via their social media channels</p> <p>Develop content for social media</p>	<p>NECS</p> <p>TB</p> <p>NECS</p>	
<p>Public Relations and Advertising</p>	<p>See Appendix 6 media handling strategy</p>		
<p>Distribution of Consultation Materials</p>	<p>Develop distribution plan for flyers, posters and booklets to public places</p> <p>Identify and source a mailing house / distribution company to distribute all information</p>	<p>NECS</p> <p>NECS</p>	



Recording	Develop and maintain consultation action log	Task & Finish Group	
Analysis and Reporting	Ensure independent supplier identified and procured in good time to conduct analysis and reporting when the consultation closes	Proportion Marketing	
Quality and risk assurance	Provide quality and risk assurance of the engagement process	NHSE	



Appendix 7 – NHS Assurance Self-Assessment – DDES CCG 4 Tests

UPDATED VERSION TO GO HERE – SB TO ADD IN ABOUT ANY SAVINGS BEING EARMARKED FOR REINVESTMENT



Appendix 8 – Travel Impact

Transport Summary

The information below demonstrates the distance between current hub locations. This is used to illustrate the potential extra travel should a site potentially be re-located.

Distance between hubs - for example if a patient currently would attend Easington hub, this demonstrates that if a new model is agree that it would be 2.9 miles from the Easington hub to get to the new Peterlee service for example

Easington Locality Distances between hubs		
Peterlee	Seaham	7.8 miles
Peterlee	Easington	2.9 miles
Easington	Seaham	5.7 miles

Dales locality distance between hubs		
Bishop Auckland	Barnard Castle	13.5 miles
Bishop Auckland	Stanhope	16.2 miles
Stanhope	Barnard Castle	18.3 miles

Sedgefield Locality distance between hubs		
Sedgefield	Spennymoor	9.2 miles
Sedgefield	Newton Aycliffe	7.3 miles
Spennymoor	Newton Aycliffe	7.2 miles

Additional miles at a patient level can't be calculated as the patient's postcode is not shared with the CCG as part of contract monitoring of the service. The total distance between one hub and another has been considered instead as a proxy.

As part of the engagement carried out patients were asked how far they were prepared to travel to access a service and this is outlined in full in the business case. The summary of these findings demonstrate that patients are willing to travel between 5 -20 miles to access services and therefore would support any potential changes.

The CCGs commissions a bespoke transport service that conveys patients to urgent appointments if they do not have access to their own transport. This is called the Durham Urgent Care Transport (DUCT) service. This service was set up by the former PCT with the intention the aim of reducing patients attending A&E.



This service is accessible via the NHS111 service which coincides with the access process for the extended primary care access hubs. Patients are asked when contacting the service if they have transport to attend based on a range of criteria. This service is also accessible for patients attending Minor Injury Units. The DUCT service is based on need and publication of the service is carefully targeted.

The DUCT service is currently being reviewed alongside an additional transport service commissioned by the CCG, the Dedicated Discharge Service (DDS). The DDS supports A&E services at UHND and DMH and provides transport to and from acute sites and to care homes etc. There is some overlap between the DUCT and DDS service and it is understood that the services could be more efficient if they were jointly delivered in future.