



Sunderland
Clinical Commissioning Group

ANNUAL INVOLVEMENT AND ENGAGEMENT REPORT 2019-20

How Sunderland CCG have involved
people, patients and the public



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1. Introduction

This is NHS Sunderland Clinical Commissioning Group (the CCG) Annual Involvement and Engagement Report 2019/20. It details the how the CCG involved people, patients, carers, stakeholders, and the Voluntary Community Sector (VCS) between April 2019 and March 2020.

1.1 Legal and policy context

1.1.1 Communications and engagement objectives

- To meet NHS legal duties for engagement, equality duties and best practice engagement and communications.
- To best understand patient experience and service needs from a patient perspective.

1.1.2 Legal duties

Section 242 of the NHS Act 2006 (as amended by the Act 2012) requires 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.

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.

1.1.3 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.”

1.1.4 Equality and Diversity

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

As part of the engagement activity, respondents will be asked to provide their demographic information, including: gender; whether this was the gender assigned at birth, sexual orientation; age; postcode; and ethnicity.

1.2 Accountability and meetings

Involvement and Engagement activity is reviewed by the Communication and Engagement steering group (CESG) and the Quality and Safety Committee (QSC) to ensure progress is being made against each of the identified actions.

Reporting mechanisms changes in early 2020. Now, Involvement and Engagement will be reviewed by the Communications and Involvement Group (CIP), and will then go to the Patient and Public Involvement Committee (PPIC). More information on CIG and PIPC are included below.

Through both the QSC and PPIC, reports are taken to the Governing Body (GB) for assurance (<https://www.sunderlandccg.nhs.uk/corporate/governance/>).

The dates the Involvement and Engagement report has been taken to these meetings are included in the below table:

CESG	QSC	GB
<ul style="list-style-type: none"> 6 June 2019 23 September 2019 21 November 2019 13 December 2019 22 January 2020 	<ul style="list-style-type: none"> 9 April 2019 11 June 2019 15 August 2019 8 October 2019 10 December 2019 11 February 2020 	<ul style="list-style-type: none"> 21 May 2019 23 July 2019 24 September 2019 26 November 2019 28 January 2020 24 March 2020
	PPI <ul style="list-style-type: none"> 20 January 2020 10 March 2020 	

1.3 Meeting arrangements for 2020

1.3.1 Internal Operational Communications and Engagement Group

The Communications and Involvement Group (CIG) will be responsible for overseeing the operational delivery of the CCG's communications, involvement and engagement activities and will continue to meet on a monthly basis. The meeting will be chaired by the Head of Corporate Affairs and membership will include key operational staff from the CCG and NECS. This group will meet monthly.

1.3.2 Patient and Public Involvement Committee

The Patient and Public Involvement Committee will be established as formal sub-committee of the Governing Body, chaired by the Lay member for Patient and Public Involvement (PPI), to champion robust and meaningful PPI, oversee involvement activities and provide more robust assurance to the Governing Body that the CCG is meeting its statutory duties in relation to PPI. Terms of reference for the Committee were reviewed by the existing CESG at its meeting in November and submitted to the Quality and Safety Committee for review in February 2020 and agreement then following this (if appropriate), submitted to the Governing Body for formal ratification in March. The Committee has been established in shadow form from January 2020 until formal approval is received from the Governing Body. The first meeting took place on 30 January and is held bi-monthly.

1.3.3 Sunderland Involvement Partnership

The first meeting of the newly established City-wide Involvement Strategic Partnership took place on 6 November 2019 to discuss its role, remit and objectives going forward, as well as sharing some examples of engagement work currently underway.

It was acknowledged that whilst there was a lot of good involvement work underway way across the City, this could be better coordinated to provide more opportunities to undertake activities together, avoid duplication and make better use of resources. The Partnership will provide a forum to facilitate a more collaborative involvement approach across the City and identify potential joint work streams/projects across organisations, linking to the CCG's vision of 'Better Health for Sunderland' and the LA's Sunderland City Plan (a Dynamic City, a Healthy City and a Vibrant City by 2030).

The second meeting took place on 13 January and again was well attended by partners across the City. Work progressed in developing a city-wide events calendar as well as discussions around key areas such as equality, diversity and inclusion and digital resources.

The third meeting was planned for 20 March 2020. This was to be a workshop to focus on of future projects and activities with the aim of identifying opportunities for where

work/projects can be aligned and/or joined-up working with a view to developing a work plan for 2020/21. Unfortunately, this workshop was postponed due to Covid 19, and will be rearranged for 2020/21.

1.4 Structure of the report

This report will include an annual summary of information presented through the regular Involvement and Engagement reports. This will be broken down into the following sections:

- Regional Activity;
- Sunderland Activity;
- Sunderland Campaigns
- Sunderland project updates
- GP contract changes
- Better Health Roadshow activity

A list of abbreviations is included at the end of this report. This report will also direct people to further information and reports on the CCG and partner organisation website. This report will also direct the reader to other sections within the report.

If you require this document in another format such as large print, easy-read, braille, audio, or a different language please contact NHS Sunderland CCG on 0191 5128484 or email SUNCCG.sccg@nhs.net

2. Regional Activities

2.1 Integrated Care Systems (ICS)

2.1.1 Integrated Care System for the North East and Cumbria

The North East and North Cumbria was announced as an integrated care system (ICS) and is the country's largest ICS, serving more than three million people. The four Integrated Care Partnership (ICP) leaders are engaging directly with Local Authority Chief Executives to explore how they will work together across the whole ICS and within the 4 ICPs which make up the ICS. There is ongoing engagement with Overview and Scrutiny Committees and Health and Wellbeing Boards across the region and an ICS update was presented to the Joint Scrutiny Committees in June 2019.

Communications leads from all organisations are currently involved in developing ideas through their network group, and detailed plans were developed to join up existing work around campaigns, surge and the Long Term Plan as well as new engagement initiatives and mechanisms.

Communications leads will work both across their network and within their organisations to ensure that this is planned and designed to reflect the nature of individual ICPs and 'places'.

A further ICS communications update was presented to the North Durham Northumberland Tyne & Wear Joint Scrutiny Committee in September 2019.

2.1.2 Developing conversations and marketing campaign for the ICS

To support the development and implementation of a public and staff facing 'wellness' marketing campaign, research agency TONIC is now working with HealthWatch organisations to progress the campaign and develop conversations to raise awareness of the developing ICS.

Working in partnership with Local Authority and NHS representatives, a highly visible 'conversation' roadshow visited major areas engaging and listening to staff and the public about their views, fears and ambition for the NHS. This further stimulated the debate around key areas for our Integrated Care System, and sought feedback on key areas identified.

Additional targeted market research and engagement activities were held in September 2019, which included:

- Online surveys – tailored for public and workforce.

- Telephone interviews – semi-structured qualitative interviews for public and workforce. Open to all areas.
- Pop-up sessions - for workforce and public in health and social care workplaces and service delivery sites.
- Focus Groups - for the public organised and run by Healthwatch.

Key messages were:

- The North East & North Cumbria is a great place to live and work, but our health can be worse than the rest of the UK.
- We have become an Integrated Care System (ICS) to develop new ways of working between the NHS, local authorities and the voluntary sector to change health outcomes for the better.
- Now, more than ever before, health and care services need to work together to deliver the right care, at the right time and in the right place for patients.
- We want to be better at supporting people to have a sense of control and resilience about their health and wellbeing.

2.2 Long-term plan engagement

Healthwatch Darlington completed a range of engagement activities across the North East around the Long Term Plan (LTP). The activity involved engagement surveys and focus groups for the development of the North East and North Cumbria LTPs and local Healthwatch colleagues came together to share their thoughts on how their local priority areas for engagement, such as mental health and GP access, are aligned to priorities for our ICS.

Following publication of the report, the findings were reviewed and recommendations taken forward to help demonstrate how the CCG has involved patients and communities at the earliest stage possible when developing plans and priorities. This approach was built upon to seek out and hear the patient's voice as well as working with a range of hard to reach and diverse groups.

Content was brought together for the final ICS strategic plan. This set out our vision and priorities, and described how priorities have been developed with our partners and how they address our analysis of local health and care needs.

2.3 Non-executive and lay member community network

Work continues to establish a non-executive and lay member community network following a successful funding bid to NHS Improvement and NHS England. The network aims to strengthen the patient voice across commissioner and provider organisations and develop change agents who will influence the wider system on tackling health inequalities.

A North East and North Cumbria ICS engagement event for non-executive and lay members was held on 4 November at Ramside Hall in County Durham. Colleagues from different sectors including local authorities and the voluntary sector were present which generated a broad range of views and comments in the round table discussions and in the questions to the Panel.

A keynote address from Cllr Tim Swift MBE, Leader of Calderdale Council and Chair of the West Yorkshire and Harrogate Health and Care Partnership, gave insight into what a truly inclusive health and care partnership can achieve through co-production with its members and stakeholders. Other presenters on the day also gave useful insights into the work of the Northern Cancer Alliance, ICS Workforce Transformation Board and ICS Digital Workstream as examples of the added value of effective collaboration at scale.

The Network has committed to holding regular briefing events for colleagues and partners, with the next session scheduled for the early spring, although since postponed due to Covid-19.

3. Sunderland Activity

3.1 Overview Framework Assessment

In April 2017 NHS England published revised statutory guidance for CCGs and NHS England commissioners on [Patient and Public Participation in Commissioning Health and Care](#). It sets out ten key actions and links to the [Guide to annual reporting on the legal duty to involve patients and the public in commissioning](#).

Following this, NHS England developed a new approach to the assessment of engagement as part of its statutory annual assessment of CCG performance via the Overview Assessment Framework. The 2019/20 Oversight Framework assessment began in December 2019, with a submission date of 10 February 2020.

NHS England held a number of national webinars to share best practice from the 2018/19 submission across organisations. The CCG took part in the webinar on 4 November to share some examples of best practice around the Sunderland Urgent Care consultation and accessibility activity (e.g. Facebook live steaming).

As a follow on to this, the CCG were asked by NHS England to present at the national Oversight Framework indicator workshop in York on 15 January 2020. The aim of this workshop was to share best practice and learning from the assessment process and the CCG has been asked to share its work around accessibility.

3.2 Social media update

The period 01 April 2019 to 31 March 2020 has been compared to 01 April 2018 to 31 March 2019 to review social media activity.

Both the Twitter and Facebook accounts have seen a significant growth in followers over the year. The accounts continue to grow the organisational presence online whilst continuing to provide a two way communication channel between the CCG and members of the public. The brand sentiment shows that comments and engagement received were semi positive, with a decrease in the number of negative engagements received over the year.

Twitter		Facebook	
This year	Previous year	This year	Previous year
3.4k connections	Up 540	2.4k connections	Up 643
6.9k reach		650 reach	
Engagement ratio 1.61	-	Engagement ratio 0.86	-

Brand sentiment



3.3 Equality, Diversity and inclusion Network

In 2019 / 20, Equality, Diversity, and Inclusion Network meetings were held on the below dates:

Date	Agenda items
1 May 2019	<ul style="list-style-type: none"> - 'Prevention' in schools - Patient Access and Social Prescribing - Path to Excellence update - Equality and diversity – and GP practice
30 July 2019	<ul style="list-style-type: none"> - Tackling Health Inequalities – Identifying priorities and opportunities for improvement - Sunderland Health events – Big community Sports Festival and Roadshows - Seriously Resistant Campaign
12 Dec 2019	<p>First-aid training</p> <ul style="list-style-type: none"> - Provided accredited first-aid training for VCOSOs to support their service users and the population of Sunderland
4 Feb 2020	<ul style="list-style-type: none"> - Terms of reference - Overview framework assessment - Sunderland Involvement Partnership - CCG Engagement for 2020 - Consultation strategy - Podiatry services in Sunderland - Seriously resistant campaign
31 March 2020	<p>Path to Excellence Workshop</p> <ul style="list-style-type: none"> - The process being followed for equality impact on the path to excellence working ideas - The feedback from equality groups gained to date - A practical demonstration of the asset based approach – training on how to deliver a focus group <p>Unfortunately, this workshop was postponed due to the Covid 19 outbreak, and will be rearranged for 2020/21</p>

More information about the Equality, Diversity, and Inclusion Network can be found here: <https://www.sunderlandccg.nhs.uk/corporate/equality-and-diversity/equality-diversity-and-inclusion-network/>

3.4 Communications and Engagement Strategy

3.4.1 Involvement Strategy 2019/21

The previous communications and engagement strategy was refreshed in January 2019 and approved by the Governing Body at its meeting in March 2019.

The strategy has since been refreshed again to better reflect r patient and community engagement requirements of the NHS Oversight Framework and alignment with the CCG's work. The updated strategy has been reviewed by the Internal Operational Communications and Engagement Group and it was formally ratified by the Governing Body at its meeting in January 2020.

However, it has been acknowledged that a number of workstreams have progressed and the strategy now needs a full rewrite to ensure it remains fit for purpose and continues to reflect the CCG's vision and values as well as the future ways of working.

The updated Involvement Strategy can be found here:

<https://www.sunderlandccg.nhs.uk/wp-content/uploads/2019/04/Communications-and-engagment-strategy-2019-2020.pdf>

3.4.2 New strategy for 2021/24

The CCG is committed to be an inclusive, responsive and empowering organisation that involves patients and the public to co-design and produce improved ways of working. As such work is being planned to develop a new strategy for 2021/24 as it is recognised there are number of ongoing areas of work which are impacting on the existing strategy and its supporting mechanisms, such as the developing integrated care system and partnerships and more collaborative working between partners across the City.

Different models of engagement and involvement are being explored and these will be used to inform the strategy, as well as developing a clear visual (plan on a page style) as to what the objectives of the strategy are and how these will be delivered.

Part of the strategy development will be a programme of involvement with patients, the public, staff, key partners and stakeholders over the next few months with the aim of co-producing a new strategy for 2021/24 later in the year.

However the timescales will be subject to the involvement programme as the aim is to co-produce the strategy as part of the involvement programme and this may take longer to make it more real and meaningful and for our local population.

3.5 Involvement and Engagement Toolkit

The CCG's involvement and engagement toolkit was updated to ensure it continues to support and guide staff around undertaking engagement and involvement activities. The toolkit also helps to demonstrate the CCG's commitment to the patient and public involvement and engagement agendas.

The updated toolkit can be found here: <https://www.sunderlandccg.nhs.uk/wp-content/uploads/2020/02/2019-Involving-people-toolkit.pdf>

3.6 Bulletins and Newsletters

The CCG produces two quarterly newsletters, one for practice members and one for the general public. The member practice bulletin is made available electronically to practices and is also shared on GP Teamnet and also circulated via email to the wider CCG staff.

The public and stakeholder newsletter is distributed via My NHS and also uploaded to the public CCG website. These newsletters were distributed in May 2019, August 2019, December 2019, and February 2020.

4. Sunderland Campaigns

4.1 Seriously resistant

The campaign started in February 2019 and aimed to help tackle the issues around antimicrobial resistance in Sunderland and get members of the public to sign up to become an antibiotic ambassador. The campaign was developed by the Medicines Optimisation team in conjunction with Magpie, an external marketing agency. By the end of the campaign, a total of 9668 pledges had been made in Sunderland and a total of 3383 visits to the website since the campaign was launched.

For more information about this campaign, please go to:

<https://www.sunderlandccg.nhs.uk/seriously-resistant-campaign-keeps-antibiotics-working-in-sunderland/>

4.2 New consultation types

The E-Consult campaign was launched at the end of February 2019 and ran for a total of six weeks. It targeted local people based upon their postcode and where their local GP practice would be offering online consultations. This new technology allows patients to check symptoms, receive advice and consult with their practice online. The campaign was aimed at raising awareness of E consult and to drive more people to sign up on the system.

4.3 The Perfect System

The 'Perfect System' was based on the perfect week principles which have been used successfully in City Hospitals Sunderland in previous years. For one week in May 2019, the opportunity was provided to understand the challenges across the whole system, including urgent and emergency care. This week was held between 16 May and 22 May. NECSU provided information leaflets ("Your quick guide to health services in Sunderland z-cards) for staff to distribute to patients throughout the week.

4.4 Painkiller awareness

'Painkiller Awareness' was a public facing campaign aimed at raising awareness around the dangers of pain killers and wider addiction issues to such drugs. An initial survey was circulated via an online social media campaign to gather feedback from people, with a view to becoming champions and share their stories. By the end of the campaign, there had been 6022 visits to the website, and 40 pharmacy packs were downloaded. In addition, there were 2305 story reads of the three patient stories included in the campaign.

For more information, please go to: <https://www.sunderlandccg.nhs.uk/sunderlands-pain-killers-dont-exist-campaign-hits-the-news/>

4.5 Urgent care marketing campaign

The CCG ran a campaign between December 2018 and May 2019, that focused on providing information and educating patients about NHS urgent care services in Sunderland. Results showed that based on media activity, messages have been seen 9 million times (people will have seen it multiple times), cost per value viewed is £8.73 per 1,000 (this is the cost of the marketing campaign that reaches at least 1,000 people – this is about industry standard) and 32% of people have seen the advert.

4.6 Hayfever campaign

In April 2019, the CCG worked with other local CCGs across the region to promote self-care for hayfever, supported by the North East and North Cumbria Prescribing Forum. The campaign aimed to help tackle prescribing issues and raise awareness around self-care for hayfever. Resources included posters and leaflet to promote the initiative, which have been distributed to all practices, pharmacies, urgent care centres and the Emergency Department at Sunderland Royal Hospital. Messages were also been shared on social media as well the screens within GP practices.

4.7 Community deliberation scheme

The CCG was looking to provide non-recurrent funding to North East Ambulance service (NEAS) to help support the provision of community defibrillators. A year-long communications campaign was developed to help get community 'buy-in' to the scheme and to increase training. This activity will progress in 2020 / 2021.

4.8 First response teams

The CCG is working in partnership with NEAS to increase the number of first response teams in Sunderland as currently there is only one team. First Response teams are first aid volunteers who will respond to situations while waiting for ambulances and each team requires two to three people. A communications plan is being developed for this, and the work will progress in 2020 / 2021.

5. Sunderland Project updates

5.1 The Path to Excellence

5.1.1 Introduction

The Path to Excellence is a five year transformation programme of hospital healthcare provision across South Tyneside and Sunderland.

<https://pathtoexcellence.org.uk/phase-two-2/>

Since 2016 two hospital trusts and two neighbouring CCGs have been working together in order to improve clinical services in South Tyneside and Sunderland.

South Tyneside and Sunderland NHS Foundation Trust, merged from two trusts (South Tyneside NHS Foundation Trust and City Hospitals Sunderland NHS Foundation Trust) on April 1st 2019. <https://www.stsft.nhs.uk/>

Sunderland Clinical Commissioning Group (CCG) and South Tyneside CCG are working together closely with joint governance arrangements supporting the programme decision making.

Since summer 2019, the partnership includes neighbouring Durham Dales, Easington and Sedgfield Clinical Commissioning Group and North Durham Clinical Commissioning Group, and University Hospital of North Durham. The clinical services review in the Path to Excellence focuses specifically on South Tyneside and Sunderland NHS Foundation Trust services to patients, but recognises the patient flow in local areas covered by partner NHS organisations who are part of the local integrated care partnership footprint.

Sunderland CCG continues to work in the partnership and this section builds upon the update included in the 2018/19 involvement report which covered phase one of the programme.

5.1.2 Background

To date, the Path to Excellence programme has drawn upon robust methods of social research as consultation, involvement and engagement methodologies where appropriate to provide a best practice approach.

The Path to Excellence partners recognise that a programme of pre-engagement and subsequent formal public consultation for significant NHS service change is a continuous (on-going) dynamic (adaptable/open to change) dialogue (a two-way conversation) and as a result communications, involvement and engagement strategies will adapt as work progresses.

Continuous improvement, reflective learning and the drive to ensure best practice work has been a strong theme of the Path to Excellence programme.

This is also in-line with the principle that consultations are a 'continuous dynamic dialogue' and are a self-correcting process. This allows organisations that are involving the public to change involvement processes in response to what is being heard about the process during the consultation period and to make adjustments.

The partnership continues the relationship with the Independent Consultation Institute, who is conducting a quality assurance review of the consultation processes, external expertise, up to date advice on emerging case law and an assessment on the robustness of the consultation process to provide third party assurance and credibility to NHS institutions that good practice is being adopted.

It must be noted that this is an independent process and the Consultation Institute observes at key check points and will not provide quality assurances on consultations they deem to be less than 'Good' or 'Best' practice. A new development for the Consultation Institute working with the Path to Excellence programme in phase two is the development of a new quality assurance process for the pre-engagement phase of solutions development.

5.1.3 Phase one update

Phase one focused on:

- Stroke services, specifically hospital (acute) care and hospital-based rehabilitation services.
- Maternity services (obstetrics) covering hospital based birthing facilities.
- Women's healthcare (gynaecology) services covering inpatient surgery where patients would need an overnight hospital stay.
- Children and young people's healthcare services (urgent and emergency paediatrics).

Decisions about these services were taken in February 2018 and the new service models have now been fully implemented, with maternity services and children urgent and emergency paediatrics daytime emergency department at Sunderland implemented since August 2019. In January 2020, over 100 babies have been born in the new South Tyneside Birthing Centre since August 2019.

In relation to stroke services, these have seen significant improvements with more patients across South Tyneside and Sunderland getting access to high quality stroke care and life saving treatment as a direct consequence to the changes made to stroke services.

Further information is available on the link: <https://pathtoexcellence.org.uk/vital-changes-to-stroke-services-saving-lives-across-south-tyneside-and-sunderland/>

Challenges to phase one consultation process

Referral to the Secretary of State for Health and Social Care

In February 2018 the Governing Bodies of South Tyneside and Sunderland CCGs took decisions on phase one of the Path to Excellence programme. Subsequently, on 1st May 2018, the South Tyneside and Sunderland Joint Health Overview and Scrutiny Committee (JHOSC) referred these decisions (on behalf of both South Tyneside Council and Sunderland City Council) to the Secretary of State for Health and Social Care, citing referral grounds as follows:

- iii. adequacy of the content of consultation, and
- iv. that the proposals would not be in the interests of the health service in the area

The Secretary of State sought advice from the Independent Reconfiguration Panel (IRP) and wrote back to the CCGs, JHOSC and other interested stakeholders on 30th August 2018.

A joint response from the JHOSC and CCGs summarised the key elements of the letter from the Secretary of State and how the bodies are working together on the implementation of phase one decisions, as well as to gain a better joint understanding of healthcare to meet the needs of both local populations.

Independent Reconfiguration Panel (IRP) Advice

The Secretary of State accepted the IRP advice that:

1. While the three options are being implemented, there needs to be further consultation and engagement, with a view to developing a better understanding about the bigger picture for healthcare in the area
2. All inpatient stroke services should be consolidated at Sunderland Royal Hospital
3. All obstetrics, inpatient gynaecology and special care for babies should be consolidated at Sunderland Royal Hospital with a free-standing midwife-led unit at South Tyneside Hospital
4. Further work is required on long term options for paediatric emergency care as part of considering the future of the whole urgent and emergency care system for the

area. In the meantime, emergency paediatric care overnight should be consolidated at Sunderland Royal Hospital.

As a direct consequence, much more public awareness and engagement activity has taken place throughout phase two to date in order to help people develop a better understanding about the challenges facing local health services and the bigger picture for ensuring safe and sustainable services for local people in the future.

Judicial review

A judicial review hearing took place in December 2018 which challenged the decision of NHS South Tyneside and Sunderland Clinical Commissioning Groups in relation to phase one services. The challenge was brought on behalf of the Save South Tyneside Hospital Group. The judgement showed, very clearly, that the judge supported the CCGs decision for phase one of the Path to Excellence programme and found the public consultation in 2017 to be a fair and lawful process.

There was a subsequent appeal which was held in December 2019 and the judgement was handed down by the Court of Appeal on 28th January 2020, which supported the original judgement, acknowledging that “at each stage there was genuine engagement with the public”.

The judgment clarified that the NHS can only consult on viable options for change. Appellants also sought permission to appeal to the Supreme Court, and this was refused by the Court of Appeal.

5.1.4 Phase two update

We are now well underway with Phase Two of the Path to Excellence programme – the second phase started in December 2018 – and is the final part of the clinical transformation of local hospital services and is just one small part of how all care is transformed locally. Phase Two of Path to Excellence is looking at two broad areas of hospital-based care: how we look after people in an emergency and or who have an urgent healthcare need and how we look after people who need planned care.

The main services being reviewed in Path to Excellence Phase two are those delivered by South Tyneside District Hospital and Sunderland Royal Hospital.

These are:

- Acute medicine and emergency care
- Emergency surgery
- Planned care and outpatients

The involvement, engagement and communications challenge is to make what are very complex, interdependent issues as simple as possible for people to understand, while ensuring underpinning good communications, involvement and engagement processes providing the right information for people to make an informed view. This in turn allows decision makers to understand public feedback in a systematic way, incorporate the feedback into planning and options development, and ensure compliance in regard to legal duties around major service changes and NHS future public consultation.

5.1.5 Targeted involvement with patients, staff and key groups during 2019/20

This section sets out the methodologies and targeting of all involvement to date, demonstrating how it is a continuous activity in line with the statutory duty for involvement.

5.1.6 Research methodology and targeting

Ensuring robust insight around current experiences of services, both by staff and patients, is critical intelligence required to help the clinical design teams understand what is important to patients, what is working well and what areas there are for improvement.

This has been conducted in a three-phase approach, with each phase feeding into the next:



Each section below sets out activities and reports which are published on the programme website when they had been finalised in order to ensure principles of transparency. It is important to note that these reports build upon the timeline and engagement reports published during 2018-2019 Annual Involvement and Engagement Report.

Evaluation setting report including validation - December 2018 to March 2019

The method targeted stakeholders through stakeholder events where 28 people attended, and a further validation short survey which was completed by 133 staff and validation in-depth by 7 stakeholders. We then asked the public to prioritise the evaluation criteria and 678 people took part.

<https://pathtoexcellence.org.uk/wp-content/uploads/2019/07/report-8-evaluation-criteria-setting-validation-report.pdf>

Join our journey Roadshow March – May 2019

The Spring 2019 'Join our journey to clinical excellence' roadshow team completed roadshow 'evaluation criteria' surveys while in primary care centres, hospital outpatients, and local communities/shopping centres across South Tyneside and Sunderland, and later North Durham areas, which focussed on asking people their priorities for evaluation of potential solutions. This feedback will help in the assessment of ideas and solutions that are developed that could go forward into the future public consultation expected later in 2020.

Engagement highlights for this activity include:

- Roadshow teams including Healthwatch volunteers held over 28 roadshow drop-in events engaging with hundreds of people in shopping centres, supermarkets, primary care centres and hospital outpatients across South Tyneside and Sunderland. (There was strong agreement from task and finish group members that activity should be focussed in health centres and public areas with a high footfall to ensure best levels of engagement and maximise Healthwatch volunteer resource.)
- Over 160 staff took part in three dedicated staff 'evaluation' sessions to find out more about current thinking and work together across both hospital trusts to review the working ideas against a RAG system
- Worked together with local patient support groups and local voluntary and community sector organisations to deliver 10 focus group sessions involving over 100 patients with experience of long term conditions (LTCs) or participants involved with groups supporting people with protected characteristics under the Equality Act 2010
- Members of the programme group have attended different public events during March 2019 and presented to elected members, representatives of local organisations and members of the public. These events included local area committees and forums, community and voluntary sector network events where the Phase Two draft case for change issues document and animation was an agenda item.
- 678 people completed a short face to face survey or online survey targeted via digital advertising and social media.
- During this phase, team members also attended meetings involving approximately 400 GPs in both South Tyneside and Sunderland and local community and voluntary sector organisations/networks in both localities to brief them on the issues and explain the engagement process.

- 635,155 total campaign reach to date (calculated by the reach of media coverage and social media sponsored ads and digital posts - please note that people could have seen this information multiple times).

Working ideas focus groups - April 2019

Field work, 12 focus groups with a total 99 participants from community and voluntary groups representing specific interests including:

- BME women
- Disability support
- Respiratory
- Diabetes
- Cardiology
- Cancer
- GPs & primary care
- Older people

Updated case for change public awareness engagement activity - May 2019

Activity included asking for views, taking the opportunity to ask people what they thought was important to them when receiving hospital care.

Public, patients, GPs and staff responses and it included 28 drops in road show evaluation events with 160 staff took part in, 678 public completed validation engagement survey and 99 participants focus groups.

<https://pathtoexcellence.org.uk/wp-content/uploads/2019/07/report-10-updated-case-for-change-public-awareness-actvity-report-May-2019.pdf>

Evaluation application - June 2019

A series of evaluation events to assess the working ideas against the agreed evaluation criteria included inviting a range of stakeholders including 160 staff and 39 stakeholders.

<https://pathtoexcellence.org.uk/wp-content/uploads/2019/12/report-11-Staff-and-Stakeholder-Evaluation-Criteria-Application-feedback.pdf>

Junior doctors engagement survey - April 2019 to June 2019

Attracting permanent medical staff is one of the biggest challenges to the sustainability of South Tyneside and Sunderland services and staff have told us that the way services are currently arranged is a contributing factor. A survey was therefore designed to capture the thoughts of qualified medical and surgical clinicians engaged in postgraduate training, in terms of what is important to them when considering a future consultant role to help

ensure that the future delivery of services meets the needs of both the local population and staff.

<https://pathtoexcellence.org.uk/wp-content/uploads/2020/01/Report-12-Junior-doctors-report-1.pdf>

On–Street Survey Bede, Biddick & All Saints, West Park and Whiteleas wards Current and future use of emergency care - June 2019

861 responses from a cross section of the population to understand the preferences of specific communities living in local authority border areas between South Tyneside and Gateshead in accessing emergency departments. A review of patient flow in the use of emergency departments in Gateshead and South Tyneside identified the following wards, Bede, Biddick & All Saints, West Park and Whiteleas and a survey was designed to capture feedback from residents. The survey was collected on street within the four wards during the period of 10th – 21st June 2019. The surveys were aimed at capturing residents' current and future use of emergency departments, if South Tyneside District Hospital changed to an Urgent Treatment Centre for less serious conditions. In total, 861 residents responded to the questionnaire giving a 95% confidence level throughout the four wards in market research methodology terms.

<https://pathtoexcellence.org.uk/wp-content/uploads/2019/12/Report-13-current-and-future-use-of-emergency-departments-South-Tyneside-On-Street-Survey.pdf>

Autumn Join our Journey roadshow - October – November 2019

During Autumn 2019 over 28 roadshow events took place across the South Tyneside, Sunderland, East and North Durham areas to raise awareness and provide further information to the public on phase two of the Path to Excellence programme of hospital change. Members of the public and NHS staff were encouraged to share their views on what local hospital services are important to them and provide their opinions. Key statistics include:

- 819 totem pole responses
- 85 NHS staff cards
- 51 responses from people living in the Path to Excellence footprint to a short regional online survey
- 460 information leaflets, booklets, information cards and other materials were distributed during the roadshow campaign
- 3,600 copies of the Path to Excellence Autumn 2019 update booklet were delivered to GP practices.
- October and mid-November 2019, the Path to Excellence website generated over 1,730 page views and almost 1,280 unique page views.
- On Twitter during the roadshow campaign period there was a total of 275 connections and 108 link clicks, with an average of 21,600 impressions per day.

- On Facebook, there were 333 connections, 1.7k link clicks and an average reach of 2.8k per day – this ‘potential audience’ number calculated by combining audience with the audience of those who interact with posts.

North East Durham patient experience surveys February and March 2020

In January 2020, more than 1,600 detailed surveys were sent out to patients in the East and North Durham areas who have experienced either emergency care or planned care at Sunderland Royal Hospital with a return date of mid-February 2020.

A total of 269 surveys were returned by patients, the feedback from which will be analysed and inform decisions as part of Phase 2 of the programme.

Focus groups with people with protected characteristics March 2020

Further to April 2019’s focus group work, more sessions have been held with those in protected groups.

Beginning in November 2019, sessions have included people with the following characteristics (but not limited to):

- BAME women
- BAME men
- Carers
- Disability support
- Respiratory
- Social deprivation
- Older people
- Homelessness and mental health
- Wheelchair users
- Unemployed people with long-term health conditions
- People accessing food banks

To date more than 276 people have engaged in Phase 2 focus group sessions since April 2019. All feedback will be analysed and fed into the programme to inform the decision-making process as to what will be proposed for consultation.

5.2 Sunderland Urgent Care

5.2.1 We’re still listening

Urgent care services in Sunderland have now changed following a long consultation in 2018 and major two-phase communications campaign in 2019. The urgent care walk-in service offered in Houghton, Bunny Hill and Washington have now been replaced by a

new system which offers increased access to GP appointments through the Sunderland extended access services (one in each locality), alongside the new urgent treatment centre in Pallion, the NHS 111 service and GP practices.

There was a need for market research in order to gather views from a service user perspective. This engagement activity aimed to collect the views from service users to help inform delivery of the service, to find out what is working well with the current service, and what could be improved.

Overall, 387 on-street surveys were completed across the five Sunderland localities. The majority of people (69%) surveyed told they had heard about the changes to urgent care services before being spoken to by the on-street researchers. People were more likely to share that they had heard about the changes via information cards, leaflets, and posters left at public places (46%) and by word of mouth (26%). People shared their thoughts on the changes to urgent care services in Sunderland, including concerns around travel and transport, and the importance of continuity of care.

Sunderland CCG are continuing to engage with people about the changes to urgent care services throughout 2020/21, including exploring peoples thoughts on the Urgent Treatment Centre in Pallion.

For more information, go to: <https://www.sunderlandccg.nhs.uk/get-involved/urgent-care-services/urgent-care-services-in-sunderland-were-still-listening/>

5.2.2 Surge evaluation

In order to evaluate the Surge / Urgent Care marketing activities, some street evaluation was carried out throughout different locations in Sunderland. The evaluation started on 3 December 2018, and ran every two weeks until the end of April 2019.

This engagement reached 227 people in total, including 74 males and 145 females, aged between 15 and 89.

Three out of ten (32%) of all people surveyed since the evaluation start remember seeing a Plasticine People advert. By the final week of the campaign, awareness had increased to half of those surveyed.

People were asked to tell us where they remember seeing these adverts. Overall, people remember seeing them on TV, in GP practices, and on Facebook.

People were asked to tell us if they had made any particular changes to how they look after themselves lately. Overall, eight out of ten (81%) of respondents told us they had.

5.3 Renal Dialysis Transport Service

A survey was developed to collect information from service users, including their home postcode (to calculate journey length), frequency of trips, whether people have a return journey, and what level of service they require (e.g. wheelchair / mobility / stretcher / double crew). The survey was co-developed with the patient reference group and will be used to help the All Together Better Alliance and the CCG understand what level of service is required when re-procuring a provider. In addition, the survey provided an opportunity to gather feedback about what is important to patients and identify any areas for improvement.

The survey was distributed in December 2019 and a total of 114 responses were received.

5.4 Wheelchair services

Views from people who need to access wheelchair services had been sort to explore how people find it to access the service; how the service responds to people's needs; things that work well and any areas of improvement. A separate questionnaire explored the thoughts from staff around their experiences of referring patients into the service; what works well; and what could be improved.

The key theme from the feedback was that patients found it difficult to get in touch with the service. Therefore, the CCG are looking in to putting an admin resource into the team to handle all calls and appointment booking. In doing this, this will also release clinical capacity which will have a positive impact on waiting times, which patients also said they were unhappy about. The feedback from the surveys will be built into the new service specification. This information will also be included on the CCG feedback webpage and used as evidence for the Overview Framework Assessment.

More information about this engagement can be found here:

<https://www.sunderlandccg.nhs.uk/get-involved/you-said-we-did/wheelchair-services-2019/>

More information about feedback can be found here:

<https://www.sunderlandccg.nhs.uk/get-involved/listening-to-your-feedback/>

5.5 Podiatry services

NHS Sunderland Clinical Commissioning Group (SCCG) and NHS South Tyneside Clinical Commissioning Group (STCCG) currently commission podiatry services in hospital, community and care homes (domiciliary visits rather than specific care home support) for the patients of Sunderland and South Tyneside.

Sunderland CCG wanted to conduct a review of the Podiatry Services across South Tyneside and Sunderland in order to re-configure the services to allow funding to be targeted in a more specific way to improve outcomes for patients particularly those at most risk.

To support this review, a number of meetings and workshops were held. In addition, surveys were conducted with stakeholders and service users.

The review will continue into 2020/21, with more service-user and stakeholder engagement.

6. GP contract changes

More information about GP contract changes can be found here:

<https://www.sunderlandccg.nhs.uk/get-involved/gp-practice-engagement/>

6.1 Dr Obonna – GP retirement and list dispersal

Dr Obonna from Dr Obonna's Surgery at Southwick Health Centre retired on 30 September 2019. The decision was made by the Primary Care Commissioning Committee to disperse the patient list (approximately 1829 patients). At the time of Dr Obonna retiring, there were two other practices within Southwick Health Centre that the patients were able to register with.

Patients were invited to attend a question and answer drop-in session at the practice, and were also provided an opportunity to share their thoughts and comments about the dispersal. All comments were fed back for consideration.

6.2 Bridge view and Weatherhead – GP merger

Two practices in Sunderland applied to merge into one practice to ensure their future sustainability to deliver high quality and safe primary health care to their patients. Both practices are based in Southwick Health Centre in Sunderland and provide services under GMS contracts. Dr Weatherhead has a list size of 4,356 and Bridge View Medical Group has a list size of 10,556. This would mean a merged list size of 14,912 (based on October 2019 figures).

It should also be noted that the neighbouring practice (Dr Obonna) closed on 30 September 2019, when Dr Obonna retired. Patients were in the process of being dispersed so this overall list size will be higher come the merger (Dr Obonna's original list size was 1,829).

An engagement activity ran between 25 November and 10 December 2019, to collect patient's thoughts and comments for consideration.

7. Better Health Roadshow activity

7.1 Listening to feedback

Sunderland CCG carried out some public engagement to find out what members of the public wanted through a public event. The CCG asked people to say when they would be interested in attending a Sunderland Health event, what they would like to do at these events, and what they would like to find out about.

People told us they would be interested in attending this event, particularly on Saturdays in order to get more information. People said they would be interested in having Health MOTs, promotion of local physical activity classes and events, healthy food demonstrations, and exercise demonstrations. People told us they were particularly interested in finding out more about self-care and mental health.

More information about this feedback can be found here:

<https://www.sunderlandccg.nhs.uk/get-involved/better-health-roadshow/shf/>

7.2 Sunderland Better Health Roadshows

Sunderland CCG designed the Sunderland Better Health Roadshows 2019 based on the information people told us.

We held Saturday events in each of the five localities, which were drop in between 10am – 3pm.

- 26 October 2019 - Tesco – Roker Park
- 2 November 2019 – Bede Tower, Burdon Road
- 9 November 2019 – Houghton Sports and Wellness Centre, Houghton-le-spring
- 16 November 2019 – The Arts Centre, Washington, Biddick Lane
- 23 November 2019 – City Centre, Park Lane – NHS Melissa Bus (event scaled back, due to poor weather)

The focus of the Better Health Roadshow events was self-care, which included mental health. We shared information to help support people to stay healthy and well. There' were a range of activities that everyone could take part in; including:

- CPR demonstrations and community defibrillator training from the North East Ambulance Service
- Exercise demonstrations by Everyone Active, showing you ways to easily incorporate stretches and exercises into your everyday life

- Sharing information about what's really in the food you and your family eat, with Change4Life Sunderland
- Talking about how Pilates can improve posture, muscle tone, balance and joint mobility, as well as relieve stress and tension
- Providing information to people who suffer from anxious thoughts Learn how mindfulness can improve your mental well being
- How massage is not just an indulgence, but good for physical and mental well being
- Free health checks, including weight, height and BMI calculations
- UV light test to find out how well people are washing their hands
- Inviting people to take part in our challenge to see how far they could ride our smoothie-making bike

For more information, to go: <https://www.sunderlandccg.nhs.uk/get-involved/better-health-roadshow/sunderland-better-health-roadshows-is-coming-to-town/>

7.3 Other Better Health Roadshow activities

In addition to the Sunderland roadshow activities, Sunderland CCG took part in the following activities hosted by our partner organisations:

- 29th September 2019 – Sunderland Pride
- 25th September 2019 – Freshers Fair, University of Sunderland (City Campus)

We also took part in Sunderland City Council's Big Community Sports Festival and Big Summer Festival, over the summer holidays. The events engaged with over 1000 people over the five locations.

- 24th July 2019 – Barnes Park
- 31st July 2019 – Mowbray Park – (Cancelled due to poor weather)
- 7th August 2019 – Princess Annes Park
- 14th August 2019 – Hetton Lyons Country Park
- 21st August 2019 – Seaburn Beach and Promenade
- 28th August 2019 – (Big Community Summer Festival) Herrington Country Park

8. Abbreviations

ATB	All Together Better
ATBA	All Together Better Alliance
CESG	Communications and Engagement Steering Group
CCG	Clinical Commissioning Group
CHSFT	City Hospitals Sunderland Foundation Trust
COPD	Chronic Obstructive Pulmonary Disease
ECG	Electrocardiogram
EDIN	Equality, Diversity, and Involvement Network
FMLU	Free-standing Midwifery-led Unit
FT	Foundation Trusts
GB	Governing Body
GP	General Practitioner
GPFV	General Practice Forward View
IAF	Improvement and Assessment Framework
ICS	Integrated Care System
IPPAP	Involving People Project and Action Plan
LGBT	Lesbian, Gay, Bisexual, and Transgender
MCP	Multispecialty Community Provider
MSK	Musculoskeletal
NECSU	North of England Clinical Commissioning Support Unit
NHS	National Health service
NHSE	NHS England
NTWFT	Northumberland Tyne and Wear Foundation Trust
OSC	Overview and Scrutiny Committee
PPGs	Patient Participation Groups
PPI	Patient and Public Involvement
PPV	Patient and Public Voice
QSC	Quality Safety Committee
RAG	Red, Amber, Green (performance monitoring rating system)
SHE	Sunderland Health Events
SHF	Sunderland Health Forum
STFT	South Tyneside Foundation Trust
VCAS	Voluntary and Community Action Sunderland
VCS	Voluntary Community Sector
VCSO	Voluntary Community Sector Organisations