

April 2021

Pre-consultation engagement report

Introduction and background

Hampshire Together: Modernising our Hospitals and Health Services (MOHHS) is a programme that has the opportunity to deliver a new hospital to serve the people of Hampshire, as well as many other healthcare benefits, as part of the Government's plan to modernise NHS hospitals across the country.

The Government has confirmed that 40 new hospitals will be built by 2030 through the New Hospital Programme, which is part of the Health Infrastructure Plan.

The programme is being led by Hampshire, Southampton and Isle of Wight Clinical Commissioning Group, in partnership with Hampshire Hospitals NHS Foundation Trust, and involves NHS and social care providers across Alton, Andover, Basingstoke, Eastleigh, Winchester and the surrounding areas.

The programme includes the construction of a brand new hospital, but its impact will reach far beyond the walls of a new building, involving GPs, mental health, community care, social care and the wider voluntary sector, as well as acute hospital care.

This pre-engagement report has analysed the feedback provided from a variety of engagement methods - including surveys, focus groups and public events. The data received will influence the ways in which programme will continue to inform, engage and enthuse NHS staff working across the healthcare services in Hampshire, as well as the public about the programme during the months before public consultation begins in 2021.

The objectives

- **Update:** Ensure that NHS staff and the public are kept up to date with the programme during this pre-consultation engagement period.
- **Understand:** Find out what NHS staff and the public know about the programme and what they think so far - questions or concerns
- **Inform:** Improve public knowledge of how services are currently offered across the system, how the programme will improve the way healthcare is delivered and how the programme will benefit public and NHS staff for generations to come.
- **Enable and encourage:** NHS Staff and the public to continue to share their views, comments and concerns throughout the pre-consultation engagement period with the programme.
- **Demonstrate:** Showcase the impact made by NHS staff and the public who have shared their views and concerns with the programme so far, and how this will continue during the engagement period.
- **Build:** Work on the reputation of the programme and the relationship with public and NHS staff.
- **Gain support:** For the aims and outcome of the programme among NHS staff across the system and the public.



How did we engage with NHS and social care staff and the public?

Pre-consultation engagement was the focus of our public and NHS staff-facing efforts in throughout February and March 2021. A variety of methods were used to to continue conversations with the public, NHS staff and wider stakeholders.

For the public, these included:

- External social media (Facebook and Twitter)
- Press releases and local media interviews
- Public survey (also open to staff)
- Get to Know Your NHS public event (also open to staff)
- Targeted focus groups with protected characteristics
- Direct emails and marketing
- Hampshire Together website
- Physical and digital collateral



For staff across NHS Hampshire, Southampton and Isle of Wight CCG (HSI CCG), Hampshire Hospitals NHS Foundation Trust (HHFT), Southern Health NHS Foundation Trust (Southern Health) and South Central Ambulance Services NHS Foundation Trust (SCAS), these included:

- Hampshire Together Update
- Public survey (also open to staff)
- Get to Know Your NHS (also open to staff)
- Organisational social media pages
- Various NHS organisation intranets
- Divisional focus groups
- Area-specific focus groups where requested
- NHS wide virtual communications
- Programme ambassadors



Public survey

Format and questions

The survey was hosted online using Survey Monkey. Responders were invited to visit a hyperlink, which took them directly to the survey. The survey was live for five weeks between Tuesday 16 February 2021 and Thursday 25 March 2021 at 5pm.

The survey was open to both the public of Hampshire and surrounding areas, including NHS staff. The purpose of the survey was to ask how people would like to receive information from the programme and provide feedback on potential changes to hospital services.

The survey was split into two sections:

- Section one: Communicating with you - this section focused on how people currently keep up to date with the programme, how they want to receive information and updates, how they want to share feedback and any additional support required during public consultation
- Section two: About you - an optional set of questions to collect demographic data from those who completed the survey

Before answering any questions, respondents landed on an introductory page explaining the purpose of the survey. All of the questions asked can be found in APPENDIX ONE for file links.

A total of 22 questions were drawn up by the Hampshire Together programme, with input from the wider communications team, communications and engagement specialists Hood & Woolf and analysts from ORS. The questions were multiple choice, with the option to add their own answers if required, and appeared in a random order each time.

Respondents were asked to provide the first part of their postcode and also general demographic information on their gender, age, ethnic group, religion and more to ensure we were capturing data from these protected characteristics and to highlight any gaps in our research. The questions in this section were optional.

Publicity and social coverage

The survey was promoted publicly across multiple platforms, including:

- External social media on Facebook and Twitter (16 posts, over 30k reach and impressions and more than 100 retweets/shares) - HSI CCG, HHFT, Southern Health, and SCAS tagged and shared/retweeted posts
- Through Hampshire Together programme ambassadors on WhatsApp and email to share within their teams, networks and groups (Over 100 Programme Ambassadors)
- Direct emails to key contacts in the area to share within their networks, on their social pages, noticeboards and newsletters. For example: local charities and organisations, support groups, clubs and teams, colleges, universities and schools, local businesses. (Over 100 emails sent directly to contacts)
- Direct messages on social media to contacts in the area to help promote the programmes social posts. (Over 300 direct messages sent across Facebook and Twitter)
- Direct emails to NHS networks and champion groups
- Hampshire Together website (Over 2000 unique page views in February and March 2021)
- NHS meetings with the programme (focus groups, team meetings, NHS wide communications)
- Weekly NHS wide and team communications
- Press release to local media - spokesperson from HSI CCG and HHFT quoted (Basingstoke Gazette and Basingstoke Observer picked up the story - also online)
- Local and online newspapers and radio interviews with spokesperson from HSI CCG (Interview with Hits Radio Berkshire and Winchester Radio - also online)
- Organisational social media pages
- Various NHS organisation intranets

At a glance:



Response - Part 1: Communicating with you

The data has been analysed by the Hampshire Together communications team. The data shown below has been taken from the three top answers of each question. For full questions and answers, please see APPENDIX ONE for file links.

A total of 1144 people took part in the public survey.

Q1. How do you currently stay informed about the Hampshire Together programme? (select all that apply)

This was a multiple choice question. Over 1/3 of respondents (34.97%) do not currently stay up to date with the programme. Of those who do stay up to date with the programme, 23.08% do so through NHS hospital staff and a further 22.29% do so through the Hampshire Together website.

In the 'other' option was online newspapers, Governor reports, WhatsApp, internal work meetings, local village groups, NextDoor.com, programme ambassadors and charity groups.

Q2. How would you like us to keep you informed about the forthcoming public consultation, upcoming events and focus groups? (select all that apply)

This was a multiple choice question. 72.9% of those who took part in the survey want direct contact from the programme via email. The last question in the survey (Q22) asked participants to enter their email if they would like to receive email updates from the programme, with over 600 people choosing to sign up. 36.10% want to keep up to date via social media (Facebook and Twitter). 33.3% want to be kept up to date via the Hampshire Together website.

In the 'other' option was Parish council meetings and magazines, posters, flyers through doors, Instagram, text messages, NextDoor.com, local media, GP practices and community newsletters.

Q3. How would you like to receive information about our detailed proposals for change? (select all that apply)

This was a multiple choice question. 56.4% of respondents want to receive information about the detailed proposal for change via a summary consultation document (online or printed) and less than 50 pages. Almost 50% want to access important documents on the detailed proposals for change via the Hampshire Together website and social media. 33.43% want to read the consultation document in full (50 pages) online.

In the 'other' option was email, physical collateral, webinar, videos and local press.

Q4. Would you like information provided in an alternative format? (select all that apply)

This was a multiple choice question. Almost 90% of responders ticked 'not applicable' to this question. 7.34% would like a large print version of information provided by the programme - digital and hardcopy. 7.08% would like an easy read version.

Under 'a different language (please specify)' most suggested to find to top 5 languages spoken in the Hampshire area - these are: Polish, French, Spanish, German and Nepalese (Research and Intelligence August, 2016).

Q5. If we have missed an alternative format to provide you with information from the list above, please specify this below.

Of the 180 who answered the question, over 87% said the programme had not missed anything. The remaining 13% suggested podcasts, collateral with yellow backgrounds for dyslexia, audio books and CCG meetings.

Q6. How would you like to tell us your views about our proposals? (selected all that apply)

This was a multiple choice question. The most popular option was to respond via online feedback form/questionnaire (74%), followed by email (54.63%) and finally via printed feedback form mailed by FREEPOST (18.27%).

Q7. Are there any ways you would like to hear about the consultation, receive information about our proposals, or to respond to the consultation, which are currently not available?

Of the 256 respondents who answered the question, 81.6% said the programme had not missed anything. The remaining 18.4% suggested Instagram, YouTube, attending community meetings and TV adverts.

Q8. For online events, which platform would you prefer to use?

62.85% of responders said they prefer to use Zoom for online events, 23.78% said Microsoft Teams and 6.99% said 'other'. Under the 'Other' option, most respondents reiterated that they do not use/like technology for events and would prefer in person sessions or to use social media.

During the Summer 2020 engagement period, the video platform of choice for online events was Zoom, however more NHS teams are now using Microsoft Teams for meetings.

Q9. Do you require extra support during online events (such as sign language or subtitles)? Please specify below.

Of the 363 who answered, 6.06% suggested subtitles during online sessions. The remaining percentage consisted of different variations of 'N/A'.

Q10. How often would you like to receive information about the Hampshire Together programme?

66.26% (758) of responders only want to receive information about the programme during key mile stones and the remaining (39.74%) want to receive updates once a month or less.

Response - Part 2: About you

The data has been analysed by the Hampshire Together communications team. The data shown below has been taken from the three top answers of each question. For full questions and answers, please see APPENDIX ONE for file links.

This section is for demographic data collection only. All questions are optional for the respondents or they could tick 'prefer not to say' or 'other' if an option suitable for them was not available. The data collected will only be used to highlight demographic gaps in our research and target areas we are missing. All data is anonymous, except for emails provided in the final question (optional). These are kept in a secure database, will never be shared with third-party companies or outside of the MOHHS communications team. They will not be contacted directly, except for the Hampshire Together Update.

Q11. Do you work for the NHS?

Over 2/3 of people who took part in the survey did not work for the NHS. The remainder of responders (31.75%) do/did work for the NHS when completing the survey.

Q12. Are you part of a community or voluntary group? Please state which below.

Of the 610 responders answered the question and the most common is a variety of different voluntary groups and organisations caring and supporting current or previous patients. Community groups was also a common answer, with over 20% of responders being part of a parish council.

Q13. What is the first part of your postcode?

1107 respondents provided the first part of their postcode, with both RG and SO postcodes prevalent, indicating a good spread of responses from across the patch.

Q14. What was your age on your last birthday?

People aged between 60-74 made up 24% of respondents. This was followed by people aged between 55-64 with 21%, then 45-54 with 16%. 2.1% chose not to share their age.

People aged 0-25 and over 85 were under-represented in the survey, but the rest of the age brackets were represented fairly accurately. The population of Hampshire has shown signs of ageing between the 2001 and 2011 censuses made evident by an increase in the percentages of individuals occupying the oldest ages, alongside a reduction in the number of children (2011 Census). Young people (aged 0-19) made up 23% of the population in 2019. (Hampshire Facts and Figures, April 2020).

Q15. What is your gender?

65% of respondents were female and 33% male, meaning that almost double the amount of females completed the survey compared to males. 0.27% selected 'other'.

Q16. Do you have any dependent children aged under 18?

People who do not care for children under the age of 18 made up 77% of the survey. The remaining 20.8% are caring for a dependent child under 18 and 1.8% selected 'prefer not to say'. According to the 2011 Census, the child dependency ratio has declined since 2001, showing the effects of a smaller percentage of the population being in the youngest age groups and thus a reduced number of children per working adult.

Q17. Are you currently pregnant, or providing maternity or paternity care, for a new-born baby?

95% of respondents were not currently pregnant or providing maternity or paternity care for a new-born baby when completing the survey, and 30% said they were expecting or caring for a new-born. The number of births across Hampshire has been decreasing since 2012 (-13.5%), according to Hampshire County Council birth, death and migration data (2011).

Q18. Do you consider yourself to be disabled?

89% of respondents do not consider themselves to have a disability, 8.5% do consider themselves to have a disability and 2.7% who selected 'prefer not to say'.

Q19. Do you look after, or give any help or support to family members, friends, neighbours or others because of long-term physical or mental ill-health/disability or problems relating to old age?

72.5% of those who took part in the survey do not currently look after a family member, friend, neighbour or other because of long-term physical or mental ill-health/disability or problems relating to old age whereas 25% said they do. According to the 2011 Census, just over 10% of the Hampshire population identified themselves as being a carer, providing unpaid care to family members or others. The 2011 Census also showed that 20,000 more people identified as carers when compared to the 2001 Census, which could imply that as the population ages the amount of carers (from 1-50+ hours per week) is increasing (Hampshire Joint Carers Strategy 2018-2023).

Q20. What is your ethnic group?

91% of respondents described their ethnic group or background as White British, which is in line with the 2011 census results for the area, with almost 92% of people describing themselves as white British. 3.52% selected 'prefer not to say' and 3.25% selected Asian or Asian British.

In the 'other' option was Filipino, Hispanic and White European. 37 people skipped the question.

Q21. Are you:

90.1% of those who took part in the survey were straight or heterosexual, 7.4% chose not to share their sexual preference and 1.1% identified as gay or lesbian. According to the 2011 Census, 94% of Hampshire identifies as straight or heterosexual, with only 2.2% identifying as other sexual orientations.

Q22. If you would like to hear more about the programme, please share your email address with us in the box below.

634 respondents wanted to keep up to date with the programme and signed up to receiving regular updates directly via email.

Focus groups

Publicity

The focus groups were set up after a gap analysis report highlighted the areas and protected characteristics that were under-represented during the engagement period in Summer 2020.

The focus groups were kept to 6-12 individuals to ensure everyone had a chance to speak and share their views within a smaller group and session duration, therefore these targeted focus groups were not publicly advertised on social media or through local media to keep control of the number of participants who were planning to attend. However, more than 6-12 attendees attended some sessions. The programme allowed this as some were there to learn more about the programme and share initial thoughts and ideas.

Advertising for the public focus groups was handled directly via emails, with the only public advertising being on the Hampshire Together Website under the 'Events' tab. NHS focus groups were advertised to staff across the system through HSI CCG, HHFT, Southern Health, and SCAS via emails and updates, organisational social media pages and organisation intranets.

2 public events scheduled were cancelled due to lack of registered attendees



Targeted public focus groups

- Public Focus Group for voluntary sector - Monday 8 March (14 attendees)
- Public Focus Group for Patient Voice Forum - Wednesday 10 March (8 attendees)
- Public Focus Group for Partner Organisations - Thursday 11 March (cancelled)
- Public Focus Group for Governors - Friday 12 March (23 attendees)
- Public Focus Group for BAME - Monday 15 March (4 attendees)
- Public Focus Group for Disability - Wednesday 17 March (16 attendees)
- Public Focus Group for 13 - 16 Year Olds - Wednesday 17 March (2 attendees - representing their class)
- Public Focus Group for 13 - 16 year olds - Friday 19 March (3 attendees)
- Public Focus Group for 16 - 24 Year olds - Monday 22 March (cancelled)
- Public Focus Group for 13 - 16 Year Olds - Wednesday 24 March (10 attendees)

Frequent themes for the programme

- More clearly that the programme is working with other NHS providers including Southern Health, SCAS, GPs, etc
- People are excited, but they need more clarity on where the hospital will be located - most do not have an opinion on the programme other than it is a good investment because they want to know the location or what services will be affected first - how it will directly impact them
- Concerns over Winchester hospital losing its maternity services, A&E department or outpatient services
- Most prefer the M3 J7 site
- More clarity around what will happen to the current Basingstoke site if this site is chosen - how will acute hospital services continue to operate and parking for patients/visitors
- Not as much interested about what the hospital will look like, they want an easy patient journey with friendly and knowledgeable staff
- Too much NHS jargon used
- Lots of communications being shared and they feel up to date on the programme and aware of where it stands, but there is also a lot of 'fluffy detail' when people just want straight answers
- Job prospects for younger people - what will there be and how can they get involved?
- Concerned this is better for the NHS staff/services than for patients/ the public
- 10 years is a long way off - some not interested in how it will affect them
- Disbelief – it won't happen
- Disbelief - it's already been decided and plans are underway
- Travel, transport and parking is important - how are we working with local councils for public transport (more clarity)
- Is this centralisation at the cost of community/local services

Frequent themes for communication methods

- Zoom for online events, but also want in-person events to attend
- Less is more - less frequent communications about the programme, only during key milestones and less wording - bulletpoint updates and signpost for more information. Information should be short with impactful messages
- More physical collateral in community areas
- Would prefer to fill in an online questionnaire than a hardcopy via a summary document - not the full 50 page document
- Use trusted sources of information – community radio, community group websites and GP practices to support the programme and share information
- More on social media and use this as one of the main sources of information, as well as the website.
- The Hampshire Together website needs to be more user-friendly and mobile-friendly
- QR codes for quick and easy access to questionnaire/website
- Asking the programme to attend community events where and when possible – Mela, Pride, fairs, etc

NHS staff

- Staff Focus Group for Corporate Division - Friday 5 February (18 attendees)
- Staff Focus Group for NHS students - Wednesday 10 February (6 attendees)
- Staff Focus Group for Surgical Division - Friday 12 February (24 attendees)
- In-person Staff Focus Group for NHS Estates and Facilities - Wednesday 17 February (7 attendees)
- Staff Focus Group for Family and Clinical Division - Friday 19 February (25 attendees)
- Staff Focus Group for Medical Division - Friday 26 February (17 attendees)
- Staff Focus Group for NHS ED - Wednesday 3 March (12 attendees)
- Staff Focus Group for LGTB+ Champions - Friday 25 March (Cancelled)

Frequent themes for the programme

- Winchester NHS staff need more communication with - how it is going to affect them (site and options)
- More transparency and clarity on options - overall
- More transparency clarity on how we have made some decisions so far - eg site shortlist and the process
- Overall 'feel' of the programme is positive compared to October 2020 NHS focus groups. Staff are looking forward to the upgrades and new facilities, but still concern over how it will directly impact them and their services
- 90% of attendees for NHS staff focus groups want the site at J7 of the M3 - only one staff focus group mentioned current Basingstoke site as the preferred site option
- Some NHS staff - those who are not managers or part of senior teams - with expertise in their area (clinical and non-clinical) want to be involved more in decision making, or at least talked to for their opinion first before decisions are made.
- Consultants have stronger views, but will support the programme if they have more clarity around a preferred option
- NHS staff are tired because of the pandemic and they want a 'rest period' before fully engaging with the programme
- Have more trust in the programme than the CTH project as it is being communicated more with NHS staff across the system
- Staff across the system are keen to become programme ambassadors and regularly have conversations about the programme during huddles, meetings, break rooms or with other ambassadors
- Most do not mind traveling to a new site, as long as it is not too far away. Some NHS Winchester staff completely refuse to travel more than they do now

Frequent themes for communication methods

- 'Whistle stop' tour video of the programme during the intro of the focus groups received great feedback and staff want one of these to share within their teams across the system
- Those who work at a PC all day are very up to date on the programme. Those who do not have very limited programme knowledge
- More physical collateral - posters, banners, feedback forms - with updates on the programme, events, etc
- Utilising NHS staff communal areas - break rooms, coffee tables or kitchens, fridge doors, bulletin boards, etc
- Hampshire Together badges for programme ambassadors
- More in-person staff focus groups for those with limited access to PCs and laptops
- Programme ambassadors need more jobs to do to feel they are helping with the programme
- Less is more - less frequent communications about the programme, only during key milestones and less wording - bulletpoint updates and signpost for more information
- NHS staff prefer to use Microsoft Teams rather than Zoom
- Staff want to meet more people involved in the programme from across the system - not just the communications team

Get to Know Your NHS public event

The public Get To Know Your NHS event was held on Tuesday 9 March at 6pm via Zoom for an hour and a half. The event was free and open to everyone in Hampshire and the surrounding areas, including NHS staff. Those interested could register through an Eventbrite hyperlink and could pick between four ticket choices:

- NHS Staff
- General Public
- NHS Partner Organisation
- Voluntary Sector

The event was organised in response to public feedback during our engagement period in Summer 2020 where the general public had difficulty understanding the benefits and differences the programme would make to the healthcare in Hampshire because they did not currently understand how the system or patient journeys worked, or how they could be more joined-up.

267 people registered to the event - 60 NHS Staff, 164 General Public, 22 NHS Partner Organisations, 21 Voluntary Sector - with 159 people attending the event at peak.

The event was split into five sections and had an expert speaker involved in the programme to give more details around their chosen topic and answer questions from the attendees.

The sections were:

- Joined-up care
- Hospital Services
- Emergency Care
- Cardiology
- Consultation

Publicity and social coverage

The public event was promoted across a variety of platforms to reach as many people living or working across Hampshire and the surrounding areas as possible, including NHS staff from HSI CCG, HHFT, Southern Health and SCAS.

This included:

- External social media on Facebook and Twitter (9 posts, 2 paid posts, over 100k reach and impressions and more than 100 retweets/shares) - HSI CCG, HHFT, Southern Health, and SCAS tagged and shared/retweeted posts
- Through Hampshire Together programme ambassadors on WhatsApp and email to share within their teams, networks and groups (Over 100 Programme Ambassadors)
- Direct emails to key contacts in the area to share within their networks, on their social pages, noticeboards and newsletters. For example: local charities and organisations, support groups, clubs and teams, colleges, universities and schools, local businesses. (Over 100 emails sent directly to contacts)
- Direct messages on social media to contacts in the area to help promote the programmes social posts. (Over 300 direct messages sent across Facebook and Twitter)
- Direct emails to NHS networks and champion groups
- Hampshire Together website (Over 2000 unique page views in February and March 2021)
- NHS meetings with the programme (focus groups, team meetings, NHS wide communications)
- Weekly NHS wide and team communications
- Press release to local media - spokesperson from HSI CCG quoted (Basingstoke Gazette and Basingstoke Observer picked up the story - also online)
- Local and online newspapers and radio interviews with spokesperson from HSI CCG (Interview with Hits Radio Berkshire and Winchester Radio - also online)
- Organisational social media pages
- Various NHS organisation intranets



Frequent themes on the programme

- How is Alton going to be affected by the Hampshire Together programme?
- Need a clearer explanation of how the organisations are working together - doesn't seem very joined-up at the moment
- What plans are being made in partnership with the Social Services departments?
- Travel, transport and parking is important - how are we working with local councils for public transport (more clarity) and patient transport options
- How will Andover - maternity in particular - be affected?
- Looks like the intention is to move patients to centres rather than situate facilities where patients are
- Is this centralisation at the cost of community/local services
- Too much NHS jargon, terminology and abbreviations - needs to be simpler when presenting
- Most saw and understood the benefits of centralisation and that it would be an improvement for the healthcare in Hampshire, including staffing solutions
- More clarity on maternity services - what are the planned changes?
- Anxiousness over relying too much on technology and virtual appointments when 10% of the UK is not digitally advanced

Frequent themes for communication methods

- Anxiousness over relying too much on technology - how will we reach people who are not online?
- Too much NHS jargon, terminology and abbreviations - needs to be simpler
- Clear messaging on the choices made
- GP Newsletters
- Parish Council magazines and newsletters
- Local voluntary groups for people with long term conditions are an important communication channel
- Connect more with carers
- Connect to Support Hampshire: Connect to Support Hampshire website worth looking at
- More communications around what is being done for transport considerations



Conclusion and suggestions

The conclusion and suggestions have been framed around the key findings and data from the five week pre-consultation engagement period explored above, as well as being compared to the objections outlines at the start of this report.

Winchester

Both the public and NHS staff want clarity around the site, the options, and what this means for them. The geographical area who voiced the strongest concern were those who work or live in Winchester, or those who use Royal Hampshire County Hospital, in Winchester, as their local hospital.

Suggestions:

- **Having more local-to-Winchester faces and sources (GPs, community group leads and chairs, local media, education facilities) in support of the programme, highlighting the benefits and encouraging people to get involved. This will involve some stakeholder management and relationship building, but can pay off in the long run during public consultation**
- **More clarity on what this could mean for the Winchester area and how this will impact the lives of those who live and work here**

Clarity and evidence

Both the public and NHS staff want to see the process of the decisions already made/shortlisted - such as site locations - and how the programme came to this conclusion. They want to support the options presented by the programme as they are aware that trusted work, research and evidence has gone into making these choices, but they have not seen it/ it is not easily accessible for the public.

Suggestions:

- **Putting the studies and reports onto the Hampshire Together website and sharing on social media**
- **Updating the FAQs, including links to the documents for those who want to read more**

Events - online and in-person

The public prefer to us Zoom. However, NHS staff prefer to use Microsoft Teams. Both audiences would like to see more in-person event options (where possible) to capture the views of those who are not digitally advanced or do not use technology (emails, PCs, Laptops) for work.

Suggestions:

- **Hosting NHS staff events on Microsoft Teams and public-focused events on Zoom**
- **Plan for public events - where possible - in local community centres, churches, halls, etc, and ensure they are COVID secure, as well as in-person NHS staff events within their work area**

Demographic data

After exploring the results from section two of the public survey, it is clear many protected characteristics - such as younger ages (0-25) and older ages (75+), ethnic minorities (Travellers, Black, African Caribbean or Black British, Asian or Asian British and White European), LGBT+ communities, those whose first language is not English, carers and those with disabilities are still being under-represented when engaging with the programme and more work must be done to capture their views. Males also need to be engaged with more.

Suggestions:

- Connecting with gatekeepers of these under-represented groups around Hampshire to help us share information or the best ways to reach them
- Facebook groups: research into the demographic gaps and highlight the top Facebook and Twitter pages to help share content, updates and events from the programme
- Connecting with local schools, colleges and universities to help share information within their internal networks, teachers, course leaders and head teachers to pass onto students
- Offering benefits for younger people to volunteer with the programme to count for university credits or experience to put on their CV - Recruitment events, job fairs or opens days to engage with younger people
- Social media: Look into how to use Instagram and Tik Tok to engage with younger audiences
- Attending in-person meetings - where possible - for harder to reach groups through community and voluntary organisations to present and collect feedback
- Attending school assemblies or lessons for younger students

Programme Ambassadors

Programme Ambassadors want to be engaged with more as they are extremely interested in the programme and want to help gather the views from staff in their areas.

Suggestions:

- Regular check-in meetings and emails with programme ambassadors to check how they are getting on, they are clear on the programme information and proposals, they have all the materials they need and are clear where to signpost staff to more information and how to get involved - once a week email on a Monday morning.
- Keep programme ambassadors up to date on any changes or updates with the programme - through programme ambassador meetings
- Link to FAQs to go out with any major updates so programme ambassadors know how to answer the most common questions

Communication and updates

Both the public and NHS staff want to see less frequent, but more relevant, forms of communications from the programme. They want it to be shorter, clearer and sign-posting to areas to find more information (such as the Hampshire Together website or social media). People are also fatigued after the pandemic and want less to read.

Suggestions:

- Only share Hampshire Together Updates during key milestones or when an update happens via email
- Posters with 'snapshot' information on the programme - how to get involved, where to find more information and where to sign up for events. Videos on social media and more signposting.
- Have a poster with 'this weeks events' and how to sign up in public areas at the acute hospital sites, GP centres, community hospitals, etc. Share digital copy with relevant NHS partner leads to share within their teams.

Geographical communications

Areas around Hampshire, excluding Basingstoke and Winchester, are starting to feel less communicated with about the programme. They want to know how the programme will benefit them, what changes to expect and how the programme will impact current local and community services.

Suggestions:

- Having more local faces and sources (GPs, community group leads and chairs, local media, education facilities) in support of the programme, highlighting the benefits and encouraging people to get involved. This will involve some stakeholder management and relationship building, but can pay off in the long run during public consultation.

Physical collateral

Both the public and NHS staff are worried about people not online missing out and want to see more physical collateral to ensure those who are not digitally experienced or can not access technology can stay up to date with the programme and share their views.

Suggestions:

- More physical collateral - posters, pull up banners, decals, flyers, pens, badges, etc.

More evidence of joined-up working

During the public event, there was concern around how the programme is working with NHS partners and local community services - including SCAS and Southern Health, as currently it is not evident. This does not give the impression of 'joined-up working' and the public are starting to see this.

Suggestions:

- More representatives from NHS partner organisations on public meetings and as speakers for the programme
- Engaging with NHS partner organisation staff further and ensuring they are up to date on the programme and sharing their view
- An update focusing on the joint work that is happening behind the scenes for the programme and sharing on social media
- Ensuring NHS partner organisations are sharing our content on social media by tagging them and sending a direct message
- Having more NHS staff sign up to be programme ambassadors to share updates through their networks

Sharing feedback with the programme on proposals

Most of the public and NHS staff want to share their views on the programmes proposals via online feedback form instead of hardcopy forms as it is quicker and easier. A common theme from those with a disability is they also prefer online questionnaires for accessibility and ease. However, the programme must remember that not everyone is online and those who are digitally excluded will prefer a hardcopy feedback form via FREEPOST, and during physical in-person events.

Suggestions:

- Printing less hardcopy consultation documents in full and more summary documents
- The questionnaire will be online, so the programme should try to promote and push the shareable link where possible
- QR codes on any physical collateral that takes you to the Hampshire Together website or online questionnaire
- Have a sizeable amount of hardcopy forms to share for those who are not online or at physical events
- Easy read, different languages and large print versions should also be available on request

Appendix

[LINKS TO BE ADDED WHEN SESSION WRITE-UPS AND SURVEY REPORT ARE ON THE WEBSITE]