

Westwood House Communications and Engagement Plan September 2012

1. Introduction

Westwood House is a Southampton based service operated by Solent NHS Trust that primarily provides short breaks to children and young people with complex health needs. Short breaks are provided as overnight residential care, outreach into the home or day-care. The staff team is made up of qualified nurses and health care support workers with a nurse on duty at all times when the residential unit is open.

Statutory responsibility for the assessment of need and the provision of short breaks for children with disabilities lies with social care. Health responsibilities relate to providing health based support that enables children and young people to access the short breaks provided by social care.

An anomaly has developed where health has commissioned, as a single agency, short breaks for a small group of children at Westwood House effectively creating an alternative referral, assessment and choice of service provision to that which the majority of children with disabilities in the city access.

Operating outside statutory systems creates the potential for inequity in both the ability to access resources and the level of service delivered; unnecessary duplication procedurally; and inappropriate and inefficient use of resources.

Southampton CCG is thus looking to transfer lead responsibility for the short breaks currently provided at Westwood House to social care to ensure parity and equity of access for all children needing short breaks and focus scarce resources appropriately on health priorities and responsibilities.

At this stage SCCG doesn't have a firm proposal as to how they might transfer responsibility to the Local Authority and would like to work with parents, carers and stakeholders to review a range of options that have been developed through an early engagement exercise with parents.

2. Wider engagement

Due to how the service is commissioned and provided there are several organisations involved in this project.

- NHS Southampton City
- Southampton City Council
- NHS Hampshire
- Hampshire County Council
- Solent NHS Trust

Therefore, although to date engagement has primarily involved Southampton parents/carers this plan will be widened to include Hampshire parents and carers and relevant stakeholders.

3. Purpose of communications and engagement

The purpose of this communication and engagement plan is to:

- Ensure engagement regarding the future option for short break services for children and their carers occurs before a final model is decided, to ensure stakeholder feedback informs these proposals and parents are engaged in developing plans for their children
- Ensure that there is an open, clear, consistent and co-ordinated approach to informing and involving key stakeholders in the review of future short break services for children currently using Westwood House
- Outline how the views and ideas of service users and stakeholders will be heard and acted upon
- Establish the process by which key communications messages are agreed by all agencies
- Proactively manage media interest in the project to protect and enhance the reputation of each organisation
- Ensure the need to meet statutory duties to involve (Section 242 NHS Act 2006) is met and/or exceeded that we are compliant with equality legislation

4. Engagement to date

There are currently 23 Southampton children identified as receiving a “short break” service of some type from Westwood House. Therefore early engagement took place with this cohort with the aim of:

- engaging parents in dialogue concerning their short breaks at Westwood House.
- gaining an understanding of how aware parents are of legislation related to short breaks and the associated responsibilities of health and social care agencies.
- gaining an understanding of how aware parents are of short break availability at the universal, targeted and specialist levels.
- broadly sharing future commissioning intentions and using the engagement exercise to inform and support SCCG commissioners in formulating a consultation proposal.

Initially, two workshops were planned for Southampton parents. However due to timing and accessibility, attendance was poor and only four parents attended, one of which was from Hampshire (three Southampton families). Therefore, it was subsequently decided that the families would be contacted by phone to arrange individual visits with the remaining parents over a two week period. At this point a further two young people had formally ceased using the service which left a final figure of 21 families in total with three having attended the workshops.

The level of engagement with the 21 parents included:

Engagement	Number of Parents
Workshop	3
Individual Home Visits	9
Telephone Interview Agreed	1
Cancelled Appointment	1
Unable to Contact	5
Contacted but not wanting a visit	1
Not applicable (e.g. out of area)	1
Total	21

Of the families we were unable to contact, three had the wrong contact details and we understand that at least two may have been on holiday. Additional activity is taking place until

Friday 14th September in an attempt to engage with these parents either via a meeting or a survey.

The key themes of the feedback included:

- Parental experience of Westwood House
- Parental awareness of the roles and responsibilities of agencies involved in providing “short breaks”
- Awareness of other short break options
- Parental response to the SCCC commissioning intention to hand short break responsibility to social care

The overriding message from this group of parents was that having consistent qualified nursing care for their child whilst they are receiving short breaks, particularly overnight, gives them the necessary confidence and trust required to access the service and gain the maximum benefit from the short break provided.

Nationally this is not the “norm” for most children receiving short breaks; however it must be recognised that through circumstance this group of parents have come to rely on nursing care as a defining factor in determining the quality and the safety of the care provided for their children. This has therefore been built into the recommendations that follow.

HOSC engagement

Engagement has also taken place with the HOSC. This included an informal briefing and subsequently attending to present a paper at the formal HOSC meeting on 16th August. The HOSC agreed to move forward via a targeted consultation with parents and carers currently using the service between September and November 2012, with an update going back to the HOSC in November.

5. Key stakeholders

The key stakeholders moving forward include:

Internal	Responsible lead
Southampton CCG	Donna Chapman
West Hampshire CCG	Tracy McFall-Austin
Hampshire County Council - CEO, leader, Director of Children’s Services	Tracy McFall-Austin
Southampton City Council – CEO, leader, Director of Children’s Services	Sam Ray
Solent NHS Trust	Aileen Patterson
Westwood House manager and staff	Solent – Angela Anderson/Pete Norris
Jigsaw manager and staff	Louise Drury
External	
HOSC - Soton	Donna Chapman
HOSC - Hampshire	Dawn Buck/Tracy McFall-Austin
Friends of Westwood House	Jamie Schofield
Southampton parents and carers	Jamie Schofield
Hampshire parents and carers	Tracey McFall-Austin/Jill Lee
MPs	Donna Chapman/Jamie Schofield/Tracy McFall-Austin
Local councillors - county, district and parish	Donna Chapman/Jamie Schofield/Tracy McFall-Austin
Voluntary organisations (children and CVSs)	Donna Chapman/Jamie Schofield/Tracy McFall-Austin

Local GPs and Locality managers	Donna Chapman/Jamie Schofield/Tracy McFall-Austin
LINks – Hampshire and Southampton	Donna Chapman/Jamie Schofield/Tracy McFall-Austin
Local media	Re: comms protocol

6. Timescales

This plan proposes activity for Southampton families and stakeholders for a period of eight weeks between 17 September and 9 November 2012.

7. Key Messages

The headline key messages include:

Case for change

- Statutory responsibility for the assessment of need and the provision of short breaks for children with disabilities lies with social care. Health responsibilities relate to providing health based support that enables children and young people to access the short breaks provided by social care.
- An anomaly has developed where health has commissioned, as a single agency, short breaks for a small group of children at Westwood House.
- Operating outside statutory systems creates the potential for:
 - inequity in both the ability to access resources and the level of service delivered;
 - unnecessary duplication procedurally; and
 - inappropriate and inefficient use of resources.
- Therefore, Southampton CCG is looking to transfer lead responsibility for the short breaks currently provided at Westwood House to social care to ensure parity and equity of access for all children needing short breaks and focus scarce resources appropriately on health priorities and responsibilities.
- SCCG would like to work with parents, carers and stakeholders to review a range of options that have been developed through an early engagement exercise with parents. These options have been developed using feedback from parents, including:

What you have told us

The early engagement with parents to date has shown us that:

- Nursing support is important to you to provide reassurance. Therefore, we have ensured this is an option moving forward
- You want the same level of quality of care as you receive at Westwood House and this is something we are focussing on specifically to ensure future options are of the same standard
- It is important for your child to maintain friendships – we are looking into how children can go to the same providers together with nursing support.

As a result:

We are committed to working with each parent, carer and child to assess individual needs and ensure you have access to the full range of services you are entitled to

Services provided through the city council include:

- Residential overnight
- Family based overnight
- Outreach
- Direct payments
- Children and Young Peoples Information Service (CYPIS)
- The Buzz Network (play schemes and 1-1 service)
- Universal activities (school activities, leisure activities, support for parents and access to employment and training.

Options considered and disregarded

Do nothing (no change, no consultation) - this is not recommended on the basis that Social Care has statutory responsibility for short breaks and the current system is potentially unfair and inequitable. Health commissioners also need to prioritise their resources appropriately. A benefit of this proposal is that it enables the PCT to achieve better value for money and free up resources to re-invest in health provision for disabled children e.g. community equipment, therapy provision, community specialist nursing.

Undertake a full public consultation on the proposals – this is not recommended on the basis that the proposals relate to a small defined group of 26 disabled children with complex health needs using Westwood House. They do not impact on the general population as a whole.

Options

- Option 1 – **Do Nothing** (see above “Alternative Options considered and rejected” – no. 2)
- Option 2 – **Transfer directly to Social Care’s current range of providers** - This option would involve the Westwood children transferring directly into currently contracted social care providers. This option is no longer recommended following the engagement exercise.
- Option 3 – **Transfer to Social Care current range of providers but with a Health commissioned nursing peripatetic team to in reach into the short break setting**, providing professional supervision, training and where appropriate direct nursing care. The proposed nursing team would in reach into a range of non health settings, including schools, thereby providing a level of consistency and nursing care to children. This is recommended as the preferred option, although would need to be properly scoped and costed.
- Option 4 - **Personal Budgets** - This option would involve identifying a personal budget (based on level of need and market value) that could increase the choices for the families. This is likely to be an option for some families alongside the options identified above as opposed to an option in its own right.
- Option 5 – **Individualised planning/cooperation between providers**. This option would effectively mean identifying an individual budget for each child and allocating the resources to a range of providers collectively (including Solent) to meet the needs of the Westwood children. It would rely heavily on provider joint

working and would require strong leadership. It is unclear whether the market is willing to adopt such a model.

8. Communications Protocol

- All communications will be shared with Donna Chapman, Jamie Schofield and Dawn Buck for comment prior to publication/distribution
- All communications will reinforce the agreed key messages above
- All staff enquiries will be referred to Aileen Patterson, Solent
- All media enquiries/approaches will be referred to and shared between:
 - Dawn Buck – SHIP PCT Cluster
 - Elton Dzikiti – Solent NHS Trust
 - Damian Cook - Southampton City Council

9. Evaluation process

The effectiveness of this strategy will be evaluated throughout to adjust activity as necessary throughout engagement taking place.

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Westwood House Plan and Record of Engagement Activity

We aim to carry out informing and engagement activity that will:

- Engage all relevant stakeholders in the review of short break services currently provided from Westwood House
- Ensure plans reflect local needs
- Identify key stakeholders who can support the review and future implementation and build relationships for successful plans
- Meet the statutory duty to engage under Section 242 of NHS Act 2006
- Meet the requirements of equality legislation and the Equality and Human Rights Commission

Date	Activity	Stakeholders	Lead	Notes	Outcome
Previous activity					
28/09/11	Informed Staff Side of the review	Staff Side	Andrea Hewitt		
03/10/11	Briefing to Caronwen Rees	Southampton HOSC	Dawn Buck	Discuss engagement approach / no formal consultation required. Share engagement plans. Provide regular updates between now and end of project.	Caronwen agreed approach for 1-1s with parents and children.
23/11/11	Briefing to Steve Townsend and CCG board members	Southampton CCG	Donna Chapman	Ensure agreement on proposed way forward Update regularly as requested throughout project period	There have been several updates to CCG – support for approach
25/11/11	Briefing to Sarah Schofield and CCG board members	West Hampshire CCG	Tracy McFall-Austin	Ensure agreement on proposed way forward Update regularly as requested	Discussed at West CCG Board in December 12 – agreed to set up joint CCG

				throughout project period	meeting
By 25/12/11	Joint meeting West and Southampton CCGs	West Hampshire CCG Southampton CCG	Tracy McFall-Austin/ Donna Chapman	Ensure both CCGs aligned in agreed way forward – agreed to postpone to 2012.	Joint meeting took place 13 December 11 – supported direction of travel but agreed to defer consultation to June 2012.
Early engagement					
5 July 12	Informal briefing with HOSC members	Southampton HOSC	Donna Chapman/ Dawn Buck		Meeting took place 5 July to brief HOSC chair and vice chair about engagement exercise – agreed to bring back to HOSC in August
20 July	Workshop for parents	Southampton Parents (and one Hampshire parent)	Jamie Schofield		Two workshops held 20 July to engage with parents – to inform consultation proposals
23 July – 14 Sept	1-1s with parents	Southampton Parents	Jamie Schofield		Engagement with parents to inform consultation proposals
15 August	Attendance at HOSC meeting to present paper	Southampton HOSC	Donna Chapman	Agreed to targeted consultation over September – November 2012	Agreed targeted consultation – to feedback to HOSC in November 12
Future activity					
TBC	Briefing meeting	Hampshire HOSC	Dawn Buck		Completed in October 12. Going to Hampshire HOSC in Jan 13.
w/c 17 September	Brief chair on options being consulted on and ensure informed	Friends of Westwood House	Jamie Schofield/ Donna	Share consultation doc.	Completed in October in 1 st week of consultation. JS

	of early engagement outcomes and how this has informed options		Chapman		attended Friends of Westwood meeting. Rationale for proposals understood. Main issue raised was maintaining quality of care.
w/c 17 or 24 September	Brief head teachers on options being consulted on and ensure informed of early engagement outcomes and how this has informed options	Special schools	Jamie Schofield/ Donna Chapman	Share consultation doc.	DC had telephone discussion with both Cedar School head (2 October) and Rosewood head (1 October). Consultation document sent to Heads.
w/c 17 or 24 September	Brief locality managers and ask them to share briefing on to their GPs	Local GPs/locality mgrs	Jamie Schofield	Attach consultation doc.	JS briefed locality managers in 1 st week October.
w/c 17 or 24 September September	Provide briefing via email regarding the early engagement to date, how this has developed options and consultation taking place (as agreed by HOSC, focussed on parents and carers)	MPs	Jamie Schofield, Dawn Buck	Offer meeting if they would like. Attach consultation doc.	JS/DC met with Alan Whitehead 5 October; met with John Denham 26 October
w/c 17 or 24 September September	Provide briefing via email regarding the early engagement to date, how this has developed options and consultation taking place (as	Local cllrs across Southampton	Jamie Schofield, Dawn Buck with support from Sam Ray	Offer meeting if they would like. Attach consultation doc.	Consultation document sent out 8 October

	agreed by HOSC, focussed on parents and carers)				
w/c 17 or 24 September September	Briefing via phone with Chair	Southampton LINK	Dawn Buck	Email consultation doc.	Consultation document sent out 8 October
w/c 17 or 24 September September	Briefing via phone with Chair	Hampshire LINK	Dawn Buck	Email consultation doc.	Consultation document sent out 8 October
24 Sept – 16 Nov	1-1s	Southampton parents and carers	Donna Chapman/ Jamie Schofield	Jamie to book in 1-1's with parents as before to go through the consultation document and collect feedback.	Undertaken over consultation period, starting 8 October – 12 out of 17 parents visited; remaining 5 did not want visit and so were sent the consultation document.
September	Share consultation document for Southampton via letter offering a meeting if concerned.	Hampshire parents and carers	Tracy McFall-Austin	Explain Hampshire position, but make them aware of process and Southampton's actions.	Parallel engagement exercise undertaken with Hampshire parents. X visited.
Sept – immediately after parents told consultation is launching and offered meeting or 1-1.	Briefing to Daily Echo detailing consultation and reasons behind it and sharing consultation document.	Local media	Sarette Martin	Ensure it is clear that children will get a range of services still just the reasons in the case for change. Also note our individual focus and support to each parent and child. Ensure someone is briefed to give interviews if required. Have news release drafted to hold on file for other journalists.	NOTE: all journalists to be asked to not visit the site unless arranged through communications team
29 November	Provide report on	Southampton	Donna		

	consultation feedback and conclusions	HOSC	Chapman		
	Provide report on consultation feedback and conclusions	Hampshire HOSC	Dawn Buck/Tracey McFall-Austin		

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