

Southampton City Clinical Commissioning Group Board

Date of meeting	27 January 2016
Agenda Item	6

Topic Area	Getting the Balance Right in Community Based Health Services
Proposal	To update the Governing Body on the actions that were agreed at Governing Body and HOSP following the decommissioning of the Bitterne Walk-in Service (BWIS)
Background information	<p>The CCG decommissioned the Walk-in service at Bitterne Health Centre on 31st October 2015.</p> <p>As part of the decision making, the following actions were identified by the Governing Body:</p> <ul style="list-style-type: none"> • Develop a clear plan with the GP federation and other primary care providers to improve GP access. This will also inform the Primary Care Strategy • Increase public awareness on urgent and emergency care • Develop and implement a detailed communication plan • Provide a detailed report reviewing both quantitative and qualitative impact of closing the service
Key issues to be considered	<ul style="list-style-type: none"> • The actions around communications and engagement are now part of routine CCG work as is the monitoring of impact • A communications plan to improve access to primary care is in place and will complement the broader strategic plan for primary care which is part of Better Care Southampton.
Please indicate which meetings this document has already been to, plus outcomes	None

Principal risk(s) relating to this paper (Assurance Framework/Strategic Risk Register reference if appropriate)	<ul style="list-style-type: none"> • SC004: Delivery of ED performance • SC009: Implementation of the Better Care Southampton plan
HR Implications (if any)	Nil
Financial Implications (if any)	Nil
Public involvement – activity taken or planned	Nil
Equality Impact Assessment required / undertaken	N/A
Report Author Contact details	Peter Horne, Director of System Delivery
Board Sponsor	Peter Horne
Date of paper	21 st January 2016
Actions requested /Recommendation	The Governing Body is requested to: <ul style="list-style-type: none"> • Note the progress on the actions that were directed as part of the decommissioning of the BWIS. • Note that subsequent actions are now part of the routine work within the CCG. • Agree that further progress can be incorporated into routine reporting mechanisms.

Getting the Balance Right in Community Based Health Services

Introduction

1. Following a public consultation in the summer 2015, the CCG decommissioned the Walk-in service at Bitterne Health Centre (BWIS), provided by Solent NHS Trust, on 31st October 2015. Funding for the service has remained with Solent and transferred to the community nursing service line, as set out in the case for change.
2. As part of the decision making of the Governing Body, the following actions were identified:
 - Develop a clear plan with the GP federation and other primary care providers to improve GP access. This will also inform the Primary Care Strategy.
 - Increase public awareness on urgent and emergency care services as a priority
 - Develop and implement a detailed communication plan
 - Develop and implement reporting mechanisms to review both quantitative and qualitative impacts of closing the service
3. Subsequent to the decision by the Governing Body, Southampton City Health Overview and Scrutiny Panel (HOSP) accepted the decision and made the following monitoring recommendations:
 - Circulate the draft Urgent and Emergency Communication Plan to the Panel for comment. This action is complete.
 - Circulate response times and key performance information relating to the NHS 111 and GP Out of Hours services to the Panel. This action is complete.
 - Consider the proposal for a community hub on the east side of Southampton at a future meeting of the Panel, if the scheme progresses. The Governing Body should note that this action lies with Southampton City Council.
 - Provide data reports for the Panel to scrutinise the impact and implementation of the closure of the BWIS at each HOSP meeting until the Panel informs the CCG that the information is no longer required. This action is in progress.

Aim

4. The aim of this paper is to report on the progress of the actions taken following the decommissioning of the BWIS and the early indications on any impact of the closure on urgent care services and East locality residents.

Scope

5. The paper will cover the following:
 - Update on the communications and engagement plan, including increasing public awareness on urgent and emergency care

- Impact monitoring.
- Summary and recommendations

Communications and engagement plan.

6. Communications and engagement has continued apace over the last two months with particular emphasis on supporting local people to manage common winter conditions such as coughs and colds. Messaging included top tips to treat symptoms along with the promotion of the relevant services. Information was disseminated via:
- social media, being shared by a number of our partners and reaching around 70,000 people
 - press releases, articles regarding pharmacies and online access to GP practices including repeat prescription ordering were covered by the Daily Echo
 - ongoing radio advertising aimed at 15-40 year olds
 - Solent NHS Trust and Southern Health NHS Foundation Trust who have provided all their front line staff with a supply of NHS 111 wallet cards to hand out during patient consultations
 - posters advertising NHS 111, pharmacies and online services were distributed to practices throughout the city
 - BBC Radio Solent's Big Cuppa event at the Guildhall to reduce isolation
 - public engagement events at community centres, children's centres and Sikh and Hindu temples
 - community groups such as Black Heritage and Priory Road Luncheon Club

The urgent and emergency communications plan now forms part of the CCG's business as usual.

7. A separate communications plan has been developed to improve access to GPs. This is intended to provide a firm platform for the delivery of the overarching strategy for primary care which is part of Better Care Southampton plan. The communications plan will be supported by both the CCG and NHS England and will involve practices advertising the service on their websites, in their newsletters, via social media and on a face to face basis. In conjunction with this the CCG has committed to:
- providing practices with a comprehensive communications and marketing pack.
 - disseminating messages throughout our wide ranging network of schools, nurseries, major employers, community and voluntary groups via a variety of channels.
 - working with local media to promote the benefits of online access.

- attending local community events to encourage people to register.

8. Baseline data has been recorded on a per practice basis and we will measure ongoing progress.

Impact monitoring

9. **Quantitative Impact.** The BWIS closure impact monitoring data pack for January (based mainly on M8 data) can be found at annex A. For this first month post BWIS closure there have not been any substantial activity changes, in particular relating to East locality patients, which are unexpected or raise significant concern.

10. The data for the community nursing service is also monitored monthly. The profile of alert status for the community nurses is shown below. This reporting will be incorporated into the data pack at Annex A from February 2016 onwards.

DATE	JUN	JUL	AUG	SEP	OCT	NOV
Black	15%	70%	63%	70%	68%	20%
Red	34%	6.3%	23%	2%	9%	14%
Amber	26%	2%	2%	2%	4%	8%
Green	9%	0%	0%	1%	3%	5%
Data not available	5%	19%	11%	23%	15%	22%

11. These metrics will continue to be reviewed monthly for at least 6 months in order to ensure that trends can be identified. It is proposed that the metrics will be included in the CCG performance reporting packs as part of normal monitoring.

12. **Qualitative impact.** The qualitative impact is monitored through the CCGs normal monitoring mechanism. The main activities related to this have been: gathering feedback from service users; a stall in Bitterne market and a survey that is being run at present. There are no issues to report.

Summary

13. Good progress has been made on all actions that the Governing Body and the HOSP directed the CCG to complete as part of the decommissioning of the BWIS

14. The communications and engagement work has been embedded into routine reporting within the CCG.

15. Impact monitoring will also be embedded into the routine reporting of the CCG.

Recommendations

16. The Governing Body is requested to:

- Note the progress on the actions that were directed as part of the decommissioning of the BWIS.
- Note that subsequent actions are now part of the routine work within the CCG.
- Agree that further progress can be incorporated into routine reporting mechanisms.

Annexes:

Annex	Description	Document
A	BWIS closure impact monitoring – data at January 2016 (mainly M8)	