

Appendix A

Communications and Consultation Activity Report

Lincolnshire NHS public consultation on proposed changes to four services

Orthopaedic surgery in Lincolnshire

Urgent and emergency care at Grantham and District Hospital

Acute medical beds at Grantham and District Hospital

Stroke services in Lincolnshire



**Communications and Consultation
Activity Report May 2022**

30 September—23 December 2021

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1. Introduction

**For full details of the results of this public consultation, please see the report by ORS:
NHS Lincolnshire Public Consultation 2021 Feedback- ORS Report May 2022**

The purpose of this report is to provide an overview of the comprehensive public consultation and communications activities undertaken to promote and provide various opportunities to get involved and share views on the proposed services changes.

NHS Lincolnshire CCG undertook a 12-week public consultation between 30 September 2021 and 23 December 2021 on the future of four hospital services:

- **Orthopaedic surgery services in Lincolnshire**
- **Urgent and emergency care at Grantham and District Hospital**
- **Integrated community/acute medical beds at Grantham and District Hospital**
- **Stroke services in Lincolnshire**

Public consultation promotes accountability and assists decision making; public bodies give an account of their plans or proposals and listen to feedback. Consultation has therefore been described as a dialogue, based on a genuine and purposeful exchange of views. It should be noted that consultations are not referenda or 'votes' in which the loudest voices or the greatest numbers automatically determine the outcome.

NHS Lincolnshire CCG undertook a vast range of activities to proactively gather as much feedback on our proposals as possible, and in particular, from those usually less likely to get involved. Our consultation was guided by our commitment to inform and listen, ensuring that our methods and approaches were inclusive and tailored to the people we want to reach so that they could have their say.

The purpose of the consultation's communications and engagement activity was to:

- Raise awareness of and provide information on the changes being proposed
- Involve all stakeholders in the consultation about the proposed changes, ensuring they have enough knowledge to make an informed contribution
- Gather feedback which will inform the decision making about the future hospital services within the consultation
- Ensure we meet our statutory duties set out in the Health and Social Care Act 2006
- Ensure we pay due regard to our equality duty in our decision making with stakeholders to consider potential solutions to any issues raised.

**For full details of the results of this public consultation, please see the report by ORS:
NHS Lincolnshire Public Consultation 2021 Feedback- ORS Report May 2022**

The feedback we have received will inform the CCG's decision-making. No final decisions will be taken until all of the results have been collated, independently analysed, and reported to the CCG Board.

Opinion Research Services (ORS), a company from Swansea University with a positive UK-wide reputation for social research and major statutory consultations, was appointed by NHS Lincolnshire to support consultation activities, and to independently analyse and report the outcomes of this public consultation programme with members of the public, clinicians and other NHS staff, and other stakeholders.



2. Summary of activities

The twelve-week consultation was widely promoted via stakeholder organisations, leaflet deliveries to households across Lincolnshire, posters and leaflets in GP practices and public locations, online and traditional media coverage and advertisement, and to United Lincolnshire Hospitals NHS Trust (ULHT), Lincolnshire Community Health Services NHS Trust (LCHS) service users and Lincolnshire Partnership NHS Foundation Trust (LPFT), among others.

This consultation was widely supported by our patient groups and Involvement Champions.

During the consultation period, stakeholders were invited to provide feedback through:

Independently facilitated engagement designed and conducted by ORS:

- A telephone residents survey; and
- Independently facilitated online focus groups and 1:1 in-depth interviews with members of the public (delivered by ORS);

Engagement activities undertaken by NHS Lincolnshire CCG, including:

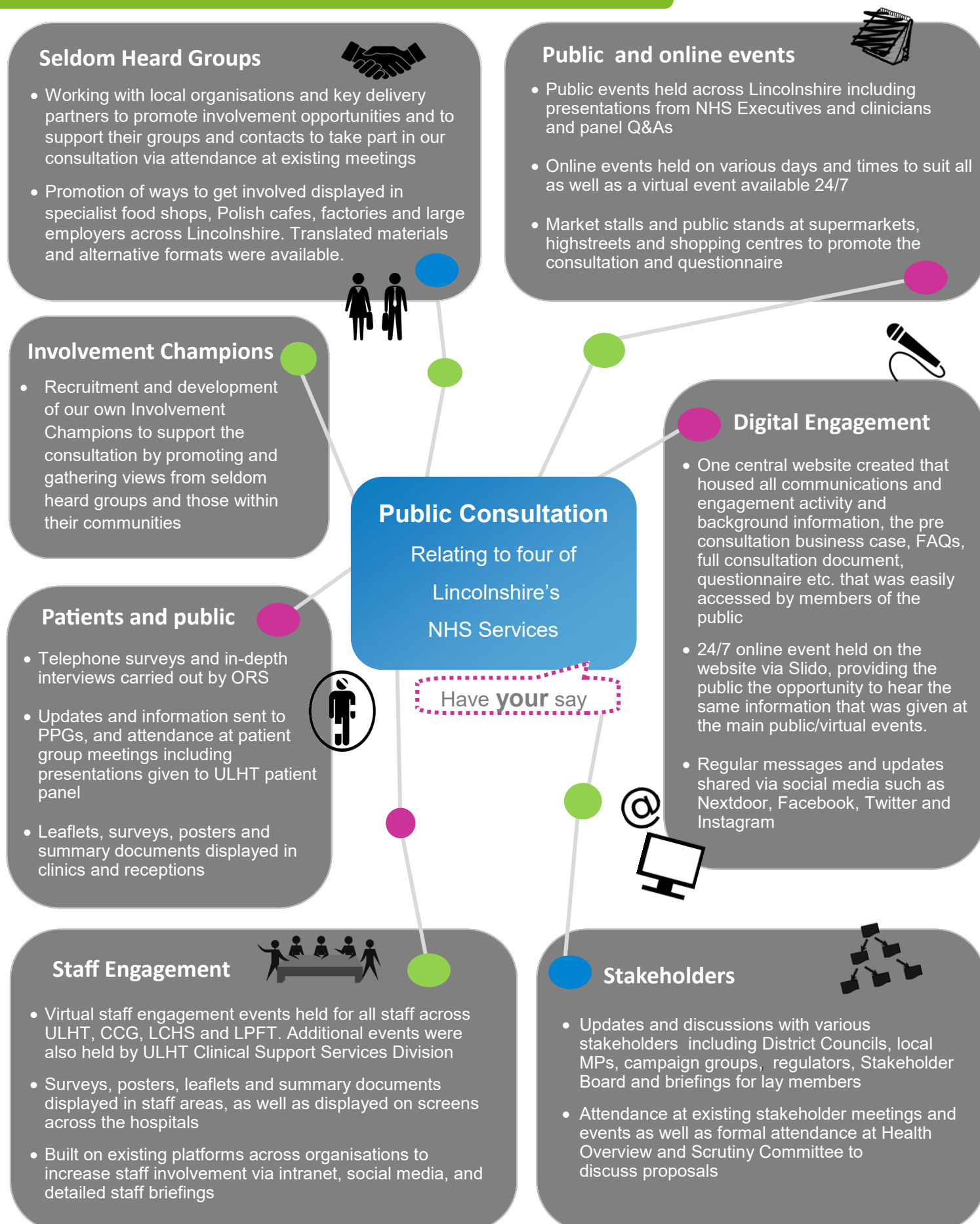
- Face-to-face and online public events, and a 'virtual' 24/7 event;
- Meetings with NHS staff members, stakeholders and services users; and
- 'Pop-up' engagement activities at market days across Lincolnshire;

At or following these opportunities, we received feedback via:

- A consultation questionnaire for all residents, stakeholders and organisations: the questionnaire was available online (hosted by ORS) and paper questionnaires were widely circulated and available on request. An easy read version and translated documents were also available;
- Verbal comments made at events;
- Written or email submissions from residents, stakeholders and organisations; and
- Petitions (organised by two local campaign groups and submitted to ORS).

Feedback from all activities have been reported in the ORS report **NHS Lincolnshire Public Consultation 2021 Feedback- ORS Report May 2022**. This report outlines the consultation and communication activities undertaken by NHS Lincolnshire.

2.1 Summary of consultation activities



2.2 Summary of communications activities

The Public Consultation was supported by a comprehensive communication strategy.

The reach of the consultation was extensive:

ASR Public Consultation COMMUNICATIONS SUMMARY

30 September - 23 December 2021



Royal Mail were commissioned to deliver leaflets to households across Lincolnshire



89 media articles appeared in over **300** separate locations across TV, radio, print and online



25 advertisements placed in county newspapers.



413 NHS social media posts and tweets seen by over **260,000** people, of whom **7700** directly engaged and **784** clicked through to the consultation questionnaire.



Consultation website attracted over **12,000** unique visitors, generating **31,000** page views, **5100** visits to the questionnaire page and **2290** visits to the events page.



Lincolnshire NHS organisations across the county displayed over **400** consultation posters in public and staff areas.



Over **12,000** consultation flyers and posters were distributed to locations such as GP surgeries, pharmacies, shops, cafes, businesses, libraries and places of worship.

It was essential to make the consultation as accessible and visible as possible, using all established methods of communication and engagement such as printed materials in a range of formats, online, email and telephone contact through a dedicated team, as well as embarking on a range of channels of engagement through social media.

Partnerships were also formed with local media organisations to maximise reach and raise awareness about the consultation.

In addition to the communications directly controlled by Lincolnshire's NHS which are summarised here, partners and relevant agencies across the county (such as the local authority) were asked to promote access to the consultation on their channels.

3. Consultation launch and distribution

3.1 Pre-launch materials

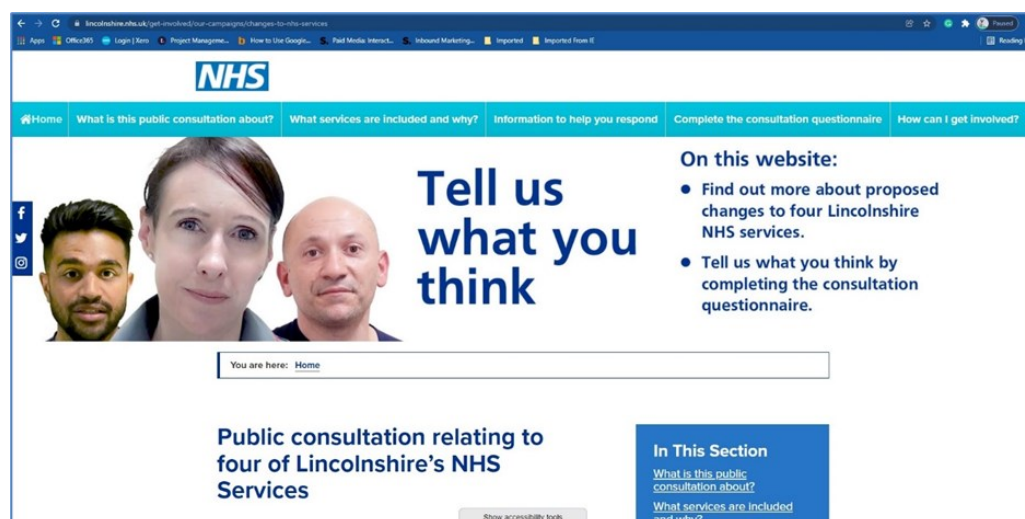
To fulfil the consultation objectives and ensure that people across Lincolnshire were alerted and then motivated to take part in the consultation, a targeted communication programme and supporting materials were developed.

Key consultation products:

1. Consultation website

The public consultation website was created as an easy to navigate gateway for members of the public, staff and stakeholders to access information about the consultation and its proposals, as well as a portal to fill in the consultation questionnaire online and book onto events. This website was produced in accessible formats and was also made fully functional for mobile phone and tablet devices.

Fig.1 Consultation website homepage (desktop/tablet)



The website was divided into the following areas to ensure respondents were provided with full and robust information on which to make an informed decision when responding to the consultation:

What is this public consultation about?

This section of the site covered the following topics:

- Who are we?
- What is public consultation?
- Why are we consulting?
- Who are we consulting?
- Does Lincolnshire NHS have a preferred way of improving?
- What this consultation includes and what it does not

- What will happen with feedback?
- How have we involved the public so far?
- What impact has the public involvement had so far?
- Why we need to change

What services are included and why?

- Focus on four NHS services
- How we developed our change proposals
- Overview of our change proposals
- How these four NHS services are currently organised and how they could look in the future
- Orthopaedic surgery
- Urgent and emergency care at Grantham Hospital
- Acute medical beds at Grantham Hospital
- Stroke services

Information to help you respond

This section included a number of resources that could be viewed online and/or downloaded.

- Pre-Consultation Business Case
- Equality Impact Assessments/Quality Impact Assessments
- East Midlands Clinical Senate Report
- Lincolnshire's Orthopaedic Surgery Pilot report
- Healthy Conversations 2019 Final Report
- People's Partnership HC2019 Final Report
- Glossary
- Frequently Asked Questions

How can I get involved?

This section provided site visitors with clear options and instructions to engage with the consultation and complete the questionnaire. This included the ability to book places at consultation live and virtual events, join the consultation's online 24/7 event, help to spread the word about the consultation by becoming an Involvement Champion or join the Citizen's Panel

- **Attend an event** – this page allowed members of the public to book a place at the scheduled consultation live and virtual events. Telephone and email contact details were provided for those who were unable to book online. Booking on events was essential to ensure management of numbers and social distancing during the Covid pandemic.
- **Online 24/7 event** – this event was created for those unable to attend one of the consultation live or virtual events. It enabled members of the public to watch an online 24/7 event film and then post questions using the Slido app.

- **Become an Involvement Champion** - The Involvement Champion programme strengthens the existing patient and public involvement channels within the NHS, by encouraging and supporting people to become trusted voices in their local area, so that they can help the NHS reach as many people from different communities as possible.
- **Join our Citizen's Panel** – the Citizens' Panel is a sample of residents who have volunteered to take part in regular research and questionnaires.
- **Help and support** – this page provided users with information about how to request the consultation questionnaire in another language or format. It also signposted the consultation helpline (01522 421860) as a means to access support in completing the questionnaire or obtaining additional Information. The information on this page also appeared in nine other languages.
- **Contact us**

2. Public Consultation A5 Flyer

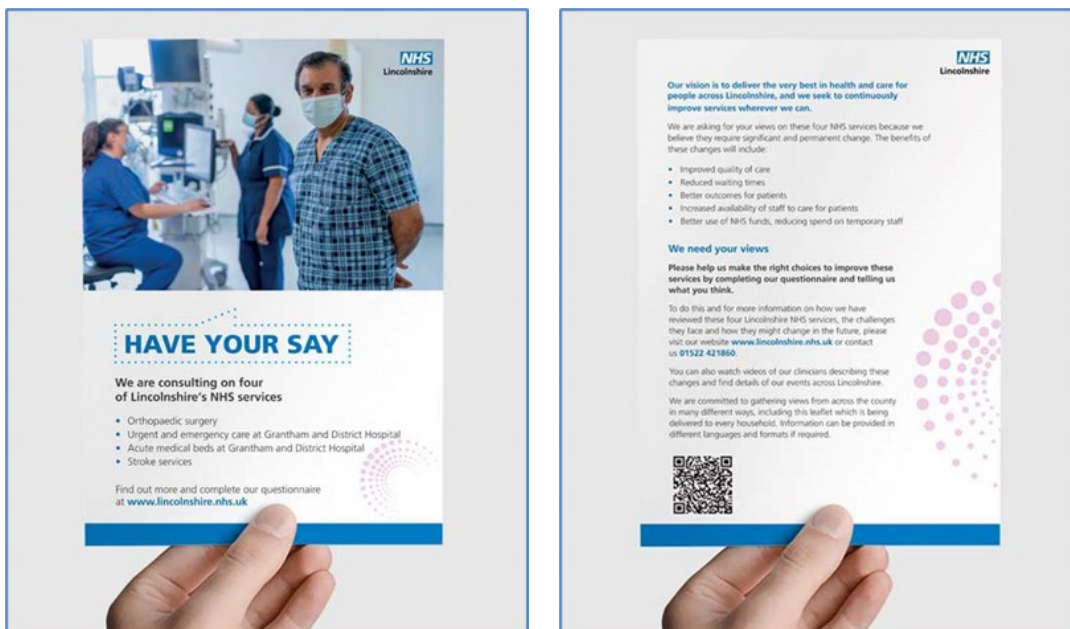


Fig. 2 Public Consultation A5 flyer – front and reverse

The Public Consultation A5 flyer was created to provide a versatile and tangible means to:

- Awake and build awareness of the consultation.
- Increase understanding of the proposed service changes.
- Signpost/link people to the public consultation website and helpline phone and email.
- Provide consultation team members with a means of engaging with and passing information to the public at live events, market days etc.
- Commissioned Royal Mail to deliver leaflets to households across Lincolnshire

The flyer included:

- Calls to action – ‘HAVE YOUR SAY’, ‘We need your views’ and ‘Please help us to make the right choices to improve these services by completing our questionnaire and telling us what you think’.
- An outline of the four service areas under consultation.
- The suggested benefits of the proposed service changes.
- Information on how to find out more and complete the questionnaire.
- Helpline number and email address.
- A QR code providing direct link to Public Consultation website. Information on this page also appeared in nine other languages.

3. Key information document



Fig. 3 Public Consultation Key Information document

Accepting that not all members of the public would be motivated to read the full public consultation document due to the necessary length and detail within it, an 8-page key information document was developed as a quicker reference guide to the consultation in order to increase the number of people who engaged in an informed manner. It provided the narrative for and description of the proposed changes to each of the four service areas. It summarised the details in the full consultation document whilst also signposting to it and the website for those who wanted more detail and was available in a range of formats.

The document included the following sections:

What is this public consultation about?

- What services are included in this consultation?
- Why we need to change

Overview of our change proposals

- Orthopaedic surgery
- Urgent and emergency care at Grantham and District Hospital
- Acute medical beds at Grantham and District Hospital
- Stroke services

Have your say

This section provided information on how to get involved in the consultation and complete the questionnaire.

The Key Information document was awarded the Crystal Mark accreditation by the Plain English Campaign for its clarity and the use of 'plain English'.

4. Full Consultation Document

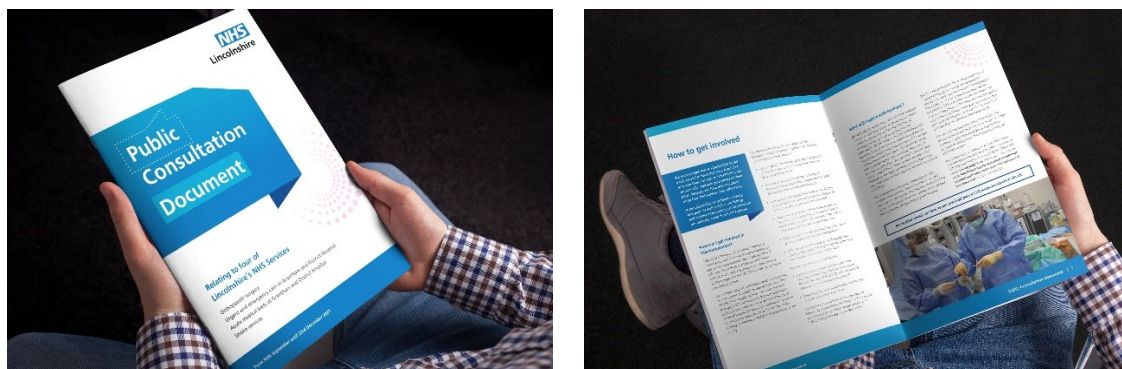


Fig. 4 Public Consultation Document – cover and interior

In recognition that more detailed information would be required by some people, a 44-page **Full Consultation Document** was also produced. This document mirrored the comprehensive information that appeared on the consultation website and included the following sections:

1. What is this public consultation about?

- What is public consultation?
- Why are we consulting?
- Who are we consulting?
- Does Lincolnshire NHS have a preferred way of improving?
- What this consultation includes and what it does not.

2. Why we need to change

3. How to get involved

- How can I get involved in this consultation?
- What will happen with feedback?

4. How have we involved the public so far?

- Acute Service Review timeline summarised
- Focus on four NHS services
- What impact has the public involvement had so far?

5. How we developed our change proposals

- Identifying NHS services for improvement
- How potential solutions for improving NHS services were developed and considered
- Option evaluation criteria
- Progressing the preferred option
- Impact assessments

6. Overview of our change proposals

7. Sections on each of the four service areas for which changes are proposed: Orthopaedic Surgery, Urgent and emergency care at Grantham and District Hospital, Acute medical beds at Grantham and District Hospital and Stroke services.

- What are we asking you to consider?
- What are the services and how are they organised?
- What are the challenges and opportunities?
- The feedback from engagement and how we have used it
- What is our proposal for change?
- Impact analysis

5. Public Consultation Easy Read booklet – ‘Changes to some hospital services in Lincolnshire. What do you think?’

The 16-page Public Consultation Easy Read booklet provided information about the consultation in an accessible, easy-to-understand format. This document was created to provide access to consultation information for people with learning difficulties and those with other conditions affecting how they process information.

The information was presented in the following sections:

- Introduction
- Why Change
- Our ideas for change
- Tell us what you think
- Descriptive images

The document was available in a hard copy version (50 produced) and as a digital PDF, downloadable from the consultation website or emailed on request by the consultation helpline team.

6. Translated Consultation documents

Translated versions of the **Public Consultation Questionnaire**, **A5 flyer** and **A4 portrait poster** were produced to provide access to consultation information for those for whom English is not their first language.

These materials were produced in the following languages:

- **Bulgarian**
- **Czech**
- **Italian**
- **Latvian**
- **Lithuanian**
- **Polish**
- **Portuguese**
- **Romanian**
- **Russian**

These materials were produced in the following quantities, with a commitment to printing more as they were required:

- Translated Public Consultation Questionnaire 450 (50 available in each of the 9 languages)
- Translated A5 Flyer 450 (50 available in each of the 9 languages)
- Translated A4 Poster 90 (10 available in each of the 9 languages)

Healthwatch Readers Panel kindly supported us to develop the documentation and reviewed it prior to finalisation and publication.

3.2 Launch

Pre-launch communications management

Media

Local and regional media were sent an invitation to a media briefing session led by expert clinicians and executives, to take place on launch day, Thursday 30 September at 12 noon. This briefing event incorporated presentations about the proposed changes, opportunity for Q&As and then individual opportunities to explore them in further detail. Those who couldn't attend were able to access the event online. The presentations given at the launch event were filmed and made available to those who couldn't attend. Invited media included:

Regional News

BBC News – East Yorkshire & Lincolnshire
BBC News – Look North
ITV News – Calendar
Capital Midlands News
Central News East

County News

Lincolnshire Echo
Lincs FM/Planet Radio
Lincolnshire Live
Lincolnshire Reporter
Lincolnshire World
Lincolnshire County Council News
Lincolnshire UK News

Local authority news

Boston Borough Council
City of Lincoln Council
East Lindsey District Council
Gainsborough Town Council
Lincolnshire County Council
North Kesteven District Council
Sleaford Town Council
South Holland District Council
South Kesteven District Council
West Lindsey District Council

Local News

Boston Standard
Boston Target
Boston VIBE
Boston's 107 Endeavour FM
Bourne Local
East Coast & Wolds Target
Grantham Matters
Grantham Nub News
Gainsborough Standard
Gainsborough Target
Grantham Journal
Grimsby Telegraph
Horncastle News
The Linc
Lincoln City Radio
The Lincolnite
Louth Leader
Market Rasen Mail
Newark Advertiser
North Lincoln Advertiser
Peterborough Today
Siren FM
Skegness Standard
Sleaford Standard

Local News

Sleaford Target
Spalding & South Holland Voice
Spalding Guardian
Spalding Today
Stamford Mercury
Tulip FM
Worksop Guardian

Other

Healthwatch News
Infection Control News
The Lowdown (NHS Support federation)
Mental Health Mail
Press Association

Launch Day Communications

Communications activity on Thursday 30 September included:

- Staff briefing sessions across all Lincolnshire NHS organisations.
- Distribution of a staff briefing newsletter to all NHS Lincolnshire staff by email, closed Facebook groups and internal communications channels.
- Embargoed media briefing session thereafter at 12 noon
- Direct contact and distribution of stakeholder briefing packs to a wide range of stakeholders (see detail below)
- Media embargo lifted at 2pm and a press release was distributed to all media
- Launch of NHS social media messaging via NHS Communications teams

3.3 Initial Distribution and Communication

Coinciding with the stakeholder and media launch, and to make the consultation directly accessible to a range of patients and the public we disseminated a 'consultation launch' email to a range of people outlined in the below table.

The email contained direct links to the consultation website where people could find further detail about the proposals, give feedback via the online questionnaire and see how they can get involved and what events are taking place across Lincolnshire. We also included phone and email details of our dedicated consultation hotline.

To enable us to provide many more opportunities for the public and stakeholders to find out about the consultation and how they can get involved, we also asked partners and community organisations to share the materials and launch email with their members, groups and wider communities.

General Distribution	
Audience	Consultation Distribution
Staff and internal	LCHS ULHT LPFT NHS Lincolnshire CCG Governing Bodies inc. NEDs and Lay Members Primary Care Networks and Alliance GPs and Primary Care Staff PPGs Patient Council
Provider memberships	ULHT – 1,200 members, 30 patient panel members LPFT – 9429 members
Unions	Unison GMB Royal College of Nursing

General Distribution	
Audience	Consultation Distribution
Health Partners	<p>Health Education England East Midlands Academic Health Science Network – shared via the Public Face Bulletin National Centre for Rural Health and Care STP Stakeholder Board Clinical Learning Network Local Medical Committee Local Pharmaceutical Committee Local Dental Committee Local Optometric Committee POD Committee EMAS Neighbouring CCGs including;</p> <ul style="list-style-type: none"> • Bassetlaw CCG • Cambridge and Peterborough CCG • Doncaster CCG • East Leicestershire and Rutland CCG • NHS North East Lincolnshire CCG • NHS North Lincolnshire CCG • NHS Nottingham and Nottinghamshire CCG • Norfolk and Waveney CCG <p>Neighbouring Trusts including;</p> <ul style="list-style-type: none"> • University Hospitals of Leicester NHS Trust • North West Anglia NHS Foundation Trust • Queen Elizabeth Hospital, Kings Lynn NHS Trust. • Doncaster & Bassetlaw NHS Trust • Notts Healthcare NHS Trust • North Lincs & Goole NHS Trust <p>University of Lincoln CQC NHSEI Public Health England Boston Health and Wellbeing Board East Lindsey Quality of Life and Wellbeing Board Lincolnshire Resilience Forum DHU Healthcare</p>
Lincolnshire County Council inc. all staff and councillors	<p>Leaders Health Overview and Scrutiny Committee Health and Wellbeing Board Staff and members</p>
District Councils inc. all council staff and councillors	<p>City of Lincoln Council Boston Borough Council East Lindsey District Council West Lindsey District Council North Kesteven District Council South Kesteven District Council South Holland District Council</p>
Parish Councils	<p>Approx. 370 active parish councils across Lincolnshire sent via LALC</p>

General Distribution	
Audience	Consultation Distribution
Voluntary Engagement Teams	Age UK Lincoln and S Lincs Action for Children Active Lincolnshire Age UK Lindsey Lincs and Notts Air Ambulance Alzheimers UK Butterfly Hospice Children's Links Community Lincs Development Plus Every-one Framework Housing Healthwatch LACE Housing Lincolnshire CVS Lincolnshire Home Independence Agency Lincolnshire Rural Stress Network Lincolnshire Voluntary Centre Services Linkage LIVES South Kesteven Blind Society St Barnabas Hospice Walnut Care YMCA Involving Lincs
Local MPs	Matt Warman, Skegness and Boston MP Caroline Johnson, Sleaford and North Hykeham MP Gareth Davies, Grantham and Stamford MP Victoria Atkins, Louth and Horncastle MP John Hayes, South Holland and The Deepings MP Karl McCartney, Lincoln MP Edward Leigh, Gainsborough and Market Rasen MP
Local Employers	GLLEP Visit Lincoln Bishop Grosseteste University Riseholme College Lincoln College University of Lincoln Anglian Water The Environment Agency Large private employers including: <ul style="list-style-type: none"> • Siemens • Co-Op • RAF • Stagecoach • East Midlands Trains Local Factories via LCHS Patient Experience Officer Published in Business NK's Newsletter – reach 2000 businesses ELDC Economic Development Team – sharing in their business bulletin reach (7000)

General Distribution	
Audience	Consultation Distribution
Public sector providers	<p>Lincolnshire Police and Crime Commissioners Lincolnshire Police Lincolnshire Fire and Rescue Housing associations including:</p> <ul style="list-style-type: none"> • ACIS Housing • Longhurst Housing Group • Platform • Anchor Housing • Stonewater • Lace Housing • Advance Housing and Support • Framework <p>Education – Schools and Colleges via Lincolnshire County Council</p>
Campaign Groups	<p>SOS Pilgrim Fighting 4 Grantham Fighting 4 Louth Fighting 4 Life Lincs</p>
NHS Lincolnshire Peoples Panel	<p>Citizens Panel Viewpoint Panel Readers Panel</p>
Community Stakeholders inc. Volunteer groups, support groups etc.	<p>Community and voluntary groups Support groups LGBT communities BAME communities Disability groups (Physical and Mental) Older people groups Younger people groups Carers groups Supermarkets Eastern European community Traveller groups Faith and religious organisations</p>

3.4 Circulation of consultation materials

The distribution of the Public Consultation materials was both thorough and considered. The distribution plan had three clear aims:

1. To distribute materials widely, ensuring fair and inclusive coverage across the county, in urban, rural and coastal communities.
2. To make considerable effort to reach areas and groups that would not usually take part in formal consultation, e.g., vulnerable and economically disadvantaged groups etc as generally speaking these groups are the heaviest users of healthcare services and 'hardest to reach'.
3. That the distribution of materials should be responsive.

Distribution activity

Royal Mail's Door to Door service was procured with the brief to include the A5 consultation flyer alongside mail delivered to every consenting residential address in Lincolnshire (374,193). This activity was commissioned to further boost our efforts to inform every household in the county about the public consultation. On 28/01/22, Royal Mail provided confirmation that 99% of the commissioned mailing was completed (with delays in delivery confirmation from Royal Mail's courier being responsible for them being unable to fully confirm that 1% of the total flyers were available for distribution from it's Swindon bundling centre).

NHS Lincolnshire Clinical Commissioning Group, United Lincolnshire Hospitals NHS Trust, Lincolnshire Partnership NHS Foundation Trust and Lincolnshire Community Health Service NHS Trust received and displayed 400 consultation posters across their locations and properties for display in public and staff locations of high footfall.

A pack of consultation promotional materials was sent to all 85 GP surgeries in Lincolnshire. The total materials distributed were: 2550 A5 flyers, 850 A4 posters and 425 questionnaires.

Public consultation packs, containing posters, flyers, key information documents, and questionnaires were distributed to 21 libraries across Lincolnshire.

510 A5 leaflets and 240 A4 posters were sent to the Lincolnshire NHS CCG Involvement Champions to distribute and display in their communities.

4. Consultation activities

4.1 Questionnaire

The online questionnaire was signposted as the prime feedback channel to ensure all views were considered within the full analysis of the consultation. It was available in different formats including paper copies as well as an online version on our website, a link to which was shared with all of our stakeholder database.

The online questionnaire was regularly promoted through various channels including:

- Social media (Twitter, Facebook and Instagram) across the CCG and Trust's accounts as well as requests regularly being sent to Lincolnshire partners to share and extend the reach
- NHS Lincolnshire Engagement Bulletin
- At all face to face and online events
- Hospital screens and in staff areas
- Press releases
- Next Door online forum
- LPFT carers WhatsApp
- Provider's member databases

In addition, 4447 friends and family tests (FFT) were sent via text message to patients attending Lincolnshire's hospitals during the consultation. Each of these texts contained a direct link to the public consultation website information and a link to the questionnaire.

The questionnaire and supporting consultation materials were also available in print, easy read, and translated into from English to Bulgarian, Polish, Czech, Portuguese, Italian, Romanian, Latvian, Russian, Lithuanian

A freepost address was also provided to enable completed paper copies of the questionnaire to be returned directly to ORS free of charge.

4.2 Events

Throughout the consultation we incorporated a number of different activities to give as many people as possible the opportunity to get involved and share their views in a way that suits them. Since the consultation launch, we held 11 face to face events and 9 online events, advertised locally, online and across social media at a variety of locations and times as shown in the tables below.

Face to face events

Face to face events were bookable using Eventbrite or by contacting us directly via the dedicated email address and telephone number. This enabled monitoring of numbers attending to enable social distancing and the safe delivery of public events. Where it was Covid safe to do so we admitted those who hadn't pre-booked events, such as we did at the first event held in Grantham. Throughout the consultation we did not turn anyone away from an event.

These were hosted by a range of senior managers and clinicians; the latter always being in attendance in order to answer as many of the clinical enquiries the public had as immediately as possible. During the events, attendees were provided with overviews of each proposal, either presented by a clinician in attendance or via a pre-recorded video of the clinician to ensure consistency if some clinicians could not attend all events, which sometimes occurred due to the simultaneous 'level four' pressures the NHS was experiencing nationally at the time. During the events, attendees were able to ask questions and give feedback on the four service proposals.

To ensure everyone was able to benefit from the sessions and to not exclude anyone, feedback and questions were able to be submitted in various ways including:

- Directly asking questions to the panel
- Paper feedback forms
- Paper Q&A cards
- Paper questionnaires with a freepost return address
- Slido (Interactive Audience Software – submit questions directly to us from a phone or tablet)
- Leaving an email address for us to respond to
- Telephoning the dedicated consultation phone number or emailing the team

Attendees were also advised during the events that any answers to questions not answered on the day would be provided in the FAQs section of the consultation website.

Face to Face Public Events			
Date and time	Location	Venue	Number of Attendees (number of people who booked)
Tuesday 12 October 10-12pm	Boston	Boston United Football Club Pilgrim Way Boston PE21 7NE	5 (7)
Thursday 14 October 6.30-8.30pm	Grantham	Jubilee Church Life Centre 5 London Road Grantham NG31 6EY	42 (33)
Saturday 16 October 6.30-8.30pm	Lincoln	The Showroom Tritton Road Lincoln LN6 7QY	0 (3)
Monday 8 November 6.30-8.30pm	Gainsborough	United Services Club 136 Bridge Street Gainsborough DN21 1LP	0 (1)

Face to Face Public Events			
Date and time	Location	Venue	Number of Attendees (number of people who booked)
Thursday 11 November 2-4pm	Skegness	The Storehouse North Parade Skegness PE25 1BY	5 (10)
Sunday 14 November 2-4pm	Sleaford	The New Life Conference Centre, 25 Mareham Lane, Sleaford, NG34 7JP	2 (4)
Tuesday 16 November 10-12pm	Spalding	The Red Lion Conference Quarter Red Lion Street Spalding PE11 1SX	8 (8)
Sunday 12 December 2-4pm	Grantham	Grantham West Community Centre Trent Road Grantham NG31 7XW	13 (32)
Tuesday 14 December 10-12pm	Lincoln	The Showroom Tritton Road Lincoln LN6 7QY	1 (4)
Tuesday 14 December 6.30-8.30pm	Louth	The Mason Arm 13 Corn Market Louth LN11	3 (3)
Saturday 18 December 2-4pm	Boston	Len Medlock Centre St Georges Road Boston PE21 8YB	12 (20)



Online events

The online events were bookable via Eventbrite and had no limit on the number of people who could attend. The online events were run in the same format as the face-to-face events to deliver equitable access to information, and this was done via Microsoft Teams. Similarly, to the face-to-face events, these were also held on a variety of days at a number of different times to enable a higher rate of participation from the public.

Any questions received would then be answered via the FAQs section on the website, continuously adding to the growing bank of public information and clarity to all.

Online Events		
Date and Time	Format	Number of attendees (number of people who booked)
Monday 18 October 2-4pm	Online	1 (1)
Wednesday 20 October 6.30-8.30pm	Online	2 (2)
Friday 22 October 10-12pm	Online	2 (2)
Sunday 24 October 2-4pm	Online	0 (2)
Thursday 18 November 6.30-8.30pm	Online	2 (4)
Saturday 20 November 2-4pm	Online	1 (2)
Thursday 16 December 6.30-8.30pm	Online	3 (9)
Monday 20 December 10-12pm	Online	1 (2)
Wednesday 22 December 2-4pm	Online	0 (2)

24/7 Online Event

As well as the 9 online events, we also had a 24/7 accessible online event on the consultation website. This format presented videos of clinicians explaining the full range of information on the proposals that was available at the face-to-face events as well as the consultation document and questionnaire for completion. Questions or feedback could be submitted during the 24/7 video via Slido.

Any questions received would then be answered via the FAQs section on the website, continuously adding to the growing bank of public information and clarity to all.

4.3 Staff and Stakeholder meetings

In order for the consultation to be successful we recognised the importance of proactively seeking and attending various existing meetings that were happening across Lincolnshire. Where possible we attended these events and promoted opportunities for involvement and discussed the consultation directly with individuals.

Due to the situation with Covid at the time, some groups were not meeting regularly or did not want us to attend their groups. In those instances, we provided them with briefings to enable the stakeholders themselves to support their groups or organisations to understand the proposals in the consultation and get involved by completing the questionnaire or attending an event.

Additional meetings and briefings were undertaken with staff as well as attendance at key stakeholder meetings such as Health Scrutiny Committee, Health and Wellbeing Board and Partner organisations.

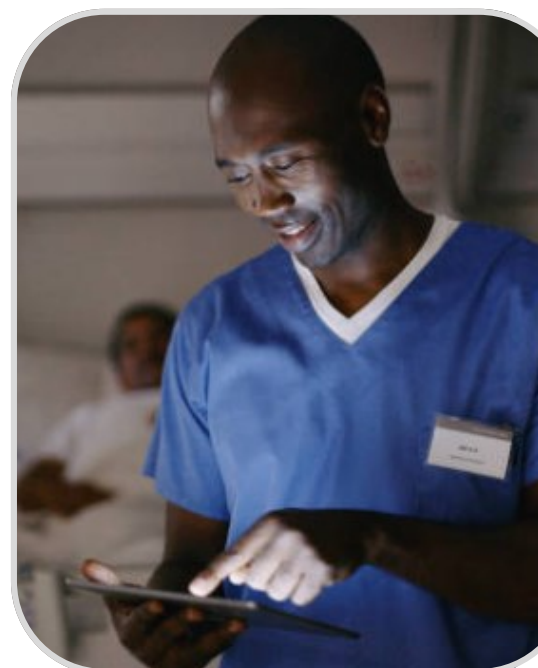
Date	Activity	Location	Number of attendees
30-Sep	ULHT Staff briefing	Virtual	25
30-Sep	ULHT Staff briefing	Virtual	27
4-Oct	Grantham Rotary Club Talk	Virtual	
5-Oct	ULHT Staff Engagement Event ELT Live	Virtual	35
13-Oct	Health Overview and Scrutiny Committee – Consultation Introduction	Face to face	15
27-Oct	NHS Lincolnshire CCG Board meeting	Virtual	18
1-Nov	Countywide PPG meeting	Virtual	26
9-Nov	CCG Involvement Champions meeting	Virtual	16
10-Nov	Health Overview and Scrutiny Committee – Deep dive into Urgent and Emergency Care at Grantham and District Hospital and Stroke Services	Virtual	17
24-Nov	NHS Lincolnshire CCG Board meeting	Virtual	24
1-Dec	Skegness Town Council Meeting	Face to face	19
1-Dec	Voiceability – Voices for All	Virtual	15
6-Dec	ULHT Patient Panel	Virtual	14

Date	Activity	Location	Number of attendees
7-Dec	Lincolnshire Sensory Service – Boston	Face 2 face	19
7-Dec	CCG Involvement Champions Meeting	Virtual	9
9-Dec	Boston PCN Board Meeting	Face 2 Face	12
13-Dec	Grantham Senior Citizens Club 1-1 meeting on behalf of members	Telephone	1
14-Dec	NHS Staff Event - LCHS, LPFT and Primary Care	Virtual	8
15-Dec	Health Overview and Scrutiny Committee – Deep Dive on Acute Medical Beds at Grantham and Hospital and Orthopaedics	Virtual	16
16-Dec	1-1 Meeting with member of Lincolnshire Neurological Alliance	Telephone	1
16-Dec	1-1 Meeting with member of Polio Survivors Network	Telephone	1
21- Dec	1-1 Meeting Grantham Councillor	Virtual	1
21- Dec	1-1 Meeting Grantham Campaigner	Virtual	1
21- Dec	1-1 Meeting Chief Executive Officer ULHT and Grantham A&E Sister	Virtual	1

ULHT Clinical Support Services division staff engagement events

A number of virtual engagement events were held by the ULHT Clinical Support Services Division on the following dates:

- 07 October 2021
- 12 October 2021
- 25 October 2021
- 05 November 2021
- 10 November 2021
- 15 November 2021
- 23 November 2021
- 13 December 2021
- 20 December 2021



4.4 Out and about

During the consultation we visited 19 locations across Lincolnshire where we spent time at local markets and speaking to members of the public. Leaflets were handed out to 976 people and printed questionnaires and key information documents were handed to 65 people who did not have access to the internet.

Market Days		
Date and time	Location	Documentation distributed
Monday 25 October 7.30am onwards	Sleaford Market	<ul style="list-style-type: none"> • 5 leaflets • 7 key information documents and questionnaire
Tuesday 26 October 7.30am onwards	Gainsborough Market	<ul style="list-style-type: none"> • 37 leaflets • 4 key information documents and questionnaire
Wednesday 27 October 7.30am onwards	Boston Market	<ul style="list-style-type: none"> • 49 leaflets • key information documents and questionnaire
Thursday 28 October 7.30am onwards	Mablethorpe Market	<ul style="list-style-type: none"> • 45 leaflets • 7 key information documents and questionnaire
Friday 29 October 7.30am onwards	Long Sutton Market	<ul style="list-style-type: none"> • 25 leaflets • 5 key information documents and questionnaire
Saturday 30 th October 7.30am onwards	Grantham Market	<ul style="list-style-type: none"> • Postponed to 27th November
Tuesday 2 November 7.30am onwards	Market Rasen Market	<ul style="list-style-type: none"> • 25 leaflets
Wednesday 3 November 9.00am onwards	Lincoln Waterside Centre	<ul style="list-style-type: none"> • 74 leaflets
Saturday 6 November	Louth Market	<ul style="list-style-type: none"> • 120 leaflets • 20 key information documents and questionnaire • 2 Full consultation documents
Friday 19 November 7.30am onwards	Wainfleet All Saints Market	<ul style="list-style-type: none"> • 30 leaflets • 7 Key information documents and questionnaires
Monday 22 November 7.30am onwards	Spilsby Market	<ul style="list-style-type: none"> • 21 leaflets • 2 Key information documents

Market Days		
Date and time	Location	Documentation distributed
Thursday 25 November 7.30am onwards	Horncastle Market	<ul style="list-style-type: none"> • 34 leaflets
Friday 26 November 7.30am onwards	Crowland Market	<ul style="list-style-type: none"> • 45 leaflets • 1 key information document and questionnaire
Saturday 27 November 7.30am onwards	Caistor Market	<ul style="list-style-type: none"> • Cancelled due to adverse weather
Saturday 27 November 7.30am onwards	Grantham Market	<ul style="list-style-type: none"> • 219 leaflets
Tuesday 30 November 7.30am onwards	Spalding Market	<ul style="list-style-type: none"> • 55 leaflets • 5 key information documents and questionnaire
Thursday 2 December	Lincoln Christmas Market	<ul style="list-style-type: none"> • 12 leaflets
Thursday 2 December 7.30am onwards	Holbeach Market	<ul style="list-style-type: none"> • 40 Leaflets, • 1 key information and questionnaire
Tuesday 7 December 7.30am onwards	Alford Market	<ul style="list-style-type: none"> • 10 Leaflets • 3 key Information documents
Wednesday 8 December	Stamford	<ul style="list-style-type: none"> • 25 Leaflets
Thursday 9 December 7.30am onwards	Bourne Market	<ul style="list-style-type: none"> • 5 leaflets

4.5 Support from our Involvement Champions

Involvement Champions are volunteers who, with training and support, help to champion the involvement needs of communities; to ensure their collective voices are heard by the CCG, including voices from seldom heard and marginalised groups. The Involvement Champions empower and motivate people to get involved in health promoting activities, signpost people to relevant services and create groups to meet local needs.

Individuals act as a point of contact between NHS Lincolnshire CCG and the group or community that they are a part of and represent. They will present the viewpoints and feedback about health services from their communities and groups to the CCG so that we can hear and act on the patient voice from the community we serve.

As part of the consultation process, the Involvement Champions were asked to promote the online leaflets and posters to friends, families, and their communities. Paper copies (15 posters and 30 leaflets) were also sent to 14 of the champions for dissemination in their communities.

The Involvement champions confirmed that they had shared the consultation information in the following ways:

1. Electronically, via the Lincolnshire Veterans and Families' Wellbeing Network Update on 10 November 2021

Those who receive this update are as follow:

Ministry of Defence	Project Nova
Department of Work and Pensions	Every-One
Lincolnshire Police and Crime Commissioner	Carers First
Lincolnshire County Council	Age UK
City of Lincoln Council	South Kesteven District Council
Lincolnshire YMCA	West Lindsey District Council
Lincolnshire United Hospitals NHS Trust	South Holland District Council
NHS Lincolnshire CCG	East Lindsey District Council
Lincolnshire Community Hospitals Service NHS Trust	Mindspace (Stamford)
Lincolnshire Partnership NHS Foundation Trust	We Are With You
OP COURAGE	Only a Pavement Away
Lincolnshire Community and Voluntary Services	Blind Society
The Well Head Centre	Macmillan
Lincolnshire Fire and Rescue	Shine Network
Royal Air Forces Association	Lincolnshire Sensory Services
Forces Online	Healthwatch Lincolnshire
Royal British Legion	Harborough District Council
Citizens Advice	Rutland County Council
Ever Green Care	Royal National Institute for Deaf People
Veterans Support Service	Headway Lincolnshire

(There are approximately 140 addressees in the network that further cascade the distributed information)

2. Stamford Area

Information was distributed to all local parishes, displayed at Morrisons supermarket, posted on local village notice boards (Uffington) and at Lakeside GP surgery. Better Healthcare 4 Stamford have also published the information.

3. Alford Area

Leaflets and posters were displayed at the Alford Community Hub by Community Information Point Coordinator and the Alford Hub Co-Ordinator.

4. Boston High School

The consultation promotion was distributed electronically to the school by the Involvement Champion

5. East Lindsey Area

Promoted locally on village noticeboards in South Willingham and Benniworth

6. Sleaford

Promoted to Sleaford Medical Group PPG via Facebook

7. East Lindsey District

Promoted at 5 parish council meetings (Saltfleetby, Kettlethorpe, Maltby, Witham & associated villages, Carlton). Also requested repeat promotion via their (Councillor for Withern & Theddlethorpe Ward) weekly members information and staff communications. Verbal communication of the consultation people within the community)

8. South Lincolnshire

Distributed to other governors in South Lincolnshire. Distributed to Care Home owners and County Court care homes. Printed copies were circulated to Grand lodge, Blue Bird and Radcliffe Care homes. Information was sent electronically to Citizens Advice Bureaus in Spalding. Printed leaflets distributed to St Georges Advice Centre, Stamford.

9. Grantham

The consultation was promoted via 'Fighting for Grantham Hospital' and the Nextdoor online forum, with friends and family, and Ancaster GP Surgery.

10. Disability groups

The consultation was also shared with specific people who are on personal health budgets & with the user led organisation for people with disabilities. It was promoted via the Involvement Champions' Facebook, Twitter and Instagram accounts (500 following).

4.6 Seldom Heard and Protected Characteristic Groups

Our consultation activities were informed by demographics of Lincolnshire and the Equality Impact Assessments undertaken. The activities helped to ensure that all voices in our community were given an opportunity to be heard.

Many engagements and consultations only reach a small segment of a community, due to this we recognised the importance of proactive and targeted engagement with seldom heard groups such as younger people, travellers, economically disadvantaged, disabled people, people with mental health issues and minority ethnic groups.

Whilst we already have an established database of local and community groups based on all protected characteristics, where possible we tried to attend existing group meetings and events to further promote opportunities for involvement and discuss these options directly with individuals and protected characteristic groups.

Further to this, we also used our existing links on social media with protected characteristic groups to reach out and share widely across communities as well as attending local outlets such as Eastern European Cafés, supermarkets in economically deprived areas in addition to reaching out to local authority contacts with access to Homeless and Traveller groups.

Throughout the consultation we also worked closely with charity and voluntary organisations who have links into seldom heard groups and particularly those potentially affected by the proposed changes (elderly, disability, and economically disadvantaged groups).

Protected Characteristics and Seldom Heard		
Audience	Consultation Distribution	Consultation Activities
Age – Older	<p>Document, questionnaire, leaflet, poster and link to website directly email to 172 contacts:</p> <ul style="list-style-type: none"> • Vitality (exercise groups for over 60s) • Senior Citizens club • Age UK • PPGs 	<ul style="list-style-type: none"> • Age UK Lincoln and South Lincolnshire – Easy read document and questionnaire posted. Documents being distributed to any new clients they receive • Information and advice officers are informing clients of the consultation, also discussing on phone appointment. • Posters displayed in restaurants and receptions. • Community connectors, patient support service and volunteers sharing information on our behalf • Contacted LinCa to distribute across care homes in Lincolnshire • Attended the Age UK Lindsey bus tour in Louth • 300 leaflets sent to Age UK Lindsey for distributing • 1-1 meeting with Grantham Senior Citizens member who gave feedback on behalf of its 50 members • Magna Vitae (Trust for Leisure and Culture in East Lindsey) circulated information to colleagues and elderly groups in East Lindsey as we were unable to attend their meeting December due to the group having prior commitments • TED circulated information to all YMCA contacts on our behalf • 400 leaflets sent to Walnut Care to distribute to every resident • Recruitment campaign – email and social media posts inviting those aged 70+ to have an informal chat about the consultation proposals and how they may impact them specifically

Protected Characteristics and Seldom Heard

Audience	Consultation Distribution	Consultation Activities
Age - Young	<p>39 young groups such as:</p> <ul style="list-style-type: none"> • Children's Centres • Grantham Youth Centre • Homestart Lincolnshire • Action for Children • Schools and sixth forms 	<ul style="list-style-type: none"> • Information sent to NKDC Youth Forum • Lincolnshire County Council to distribute to Young Carers • Shared with Lincolnshire Youth Council and V4C (Children in Care Council) • Skegness TEC College – sent to 54 learners via teams, 27 staff via email, 53 local employer contacts and shared on social media • University of Lincoln circulated on social media • Sent to Lincolnshire County Council for distribution to all primary and secondary schools across Lincolnshire • Leafleting event at Lincoln College • Direct email to University of Lincoln Wellbeing requesting support of distribution to networks, volunteers etc. • KIDS Lincolnshire sharing information via social media to their members on our behalf • NKDC circulated information to all schools within North Kesteven • Information shared with North Kesteven Student Council
Disability - Physical	<p>58 Groups including:</p> <ul style="list-style-type: none"> • Grantham and District talking newspaper for the blind • MS Society • Deaf Society • Lincolnshire Sensory Services • Sickie Cell Society 	<ul style="list-style-type: none"> • Meeting with people with sensory impairment through Lincolnshire Sensory Services in Boston. BSL interpreter at the meetings. Created a video from the easy read document with a BSL interpreter which was made available on their website. Distribution to their membership • Grantham Hard of Hearing to distribute to 8 members • Meetings were also scheduled for the Mablethorpe and Grantham Sensory service but were stood down due to increasing Covid infection rates and risk to staff and public • Telephone interview with member of Grantham Hard of Hearing • Telephone interview with Polio Survivors Network member • Connected with Lincs Disabled Activities, Event and Facilities on social media who have been sharing information on our behalf

Protected Characteristics and Seldom Heard

Audience	Consultation Distribution	Consultation Activities
Disability Mental Impairment	37 groups including: <ul style="list-style-type: none"> Lincoln Dementia Café Lincolnshire Autism Society Lincolnshire Neurological Alliance 	SEND <ul style="list-style-type: none"> Designated Clinical officer for Children and Young People with Special Education Needs and Disability – sent information to Lincolnshire Young Voices, promotion via social media Learning disabilities <ul style="list-style-type: none"> Presented at Voiceability event (County board for people with learning disabilities) Request to present at Mental Health Programme Board, information shared with board members Request to present at the Transforming Care Board County Council to share with Learning Disabilities Partnership, efforts were also made to connect via social media Autism <ul style="list-style-type: none"> County Council to share with Autism Board network board members and working groups with a request to share within their networks Requested details to be promoted via the Connect to Support website and via Lincolnshire County Council media channels Neurological <ul style="list-style-type: none"> 1-1 meeting with founder member and trustee of Lincolnshire Neurological Alliance LPFT circulated documents to 320 contacts
Gender reassignment	8 Groups including: <ul style="list-style-type: none"> University of Lincoln LGBT+ Society Just Lincolnshire Lincolnshire parents of LGBT children Transhaven Boston 	<ul style="list-style-type: none"> Contacted LincsTransnb and Think2Speak via direct message on social media asking to share with their community Direct email sent to LGBT Lincoln Student Union Direct email sent to LGBTLincs and also tagged in consultation posts on social media Direct contact made with LGBT Business Directory and Forever with Pride E-Magazine requesting for support with distribution to their networks Direct email to Transhaven Boston
Sexual Orientation	15 groups including: <ul style="list-style-type: none"> Gay Outdoor Club LGBT+ Sleaford University of Lincoln LGBT+ Society 	<ul style="list-style-type: none"> Direct social media message to The Scene and Lincoln Pride UK requesting support to gather feedback Recruitment campaign – email and social media posts inviting those from LGBT+ backgrounds to have an informal chat about the consultation proposals on how they may impact them specifically

Protected Characteristics and Seldom Heard

Audience	Consultation Distribution	Consultation Activities
Race/ethnicity	<p>30 groups including:</p> <ul style="list-style-type: none"> Lincolnshire Traveller Initiative Just Lincolnshire BME Inclusion Services Factories with Eastern European workforce 	<p>Translated poster and leaflets in Polish/migrant cafes, restaurants and supermarkets and Delis:</p> <ul style="list-style-type: none"> European Cuisine Family Restaurant Grill Janosik Swojskie Jadlo Syrenka Julia Polish Shop Polish Dinner Sweet Bakery Pollea Paradise Bistro Polonia Polish Bar and Restaurant Polka Polish Cuisine U Ani Polish Restaurant Korzinka Taste of Europe Korzinka Taste of Europe Super Lincs Polish-Deli Poziomka Pewex - Food Plus Malinka Delicja Baltic Food and Grocery Ltd Pasikonik Frucktolinka Lajkonik Boston Supermarket World Star OF License Spalding Market European Market <p>Leaflet and poster drop in Boston to 15 Eastern European cafés/shops</p> <p>Translated posters and leaflets circulated to local factories with migrant workforces via LCHS patient experience officer</p> <p>Lincolnshire Traveller Initiative</p> <ul style="list-style-type: none"> Well Woman group in Gainsborough (8-10 Traveller women) – talking to them on our behalf and collating feedback Grantham Traveller rep speaking to Grantham area on our behalf Direct message sent to Black Lives Matter Lincoln requesting support/distribution of information Recruitment campaign – email and social media posts inviting those from BAME backgrounds to have an informal chat about the consultation proposals on how they may impact them specifically

Protected Characteristics and Seldom Heard		
Audience	Consultation Distribution	Consultation Activities
Religion/belief	30 groups including: <ul style="list-style-type: none"> • Salvation Army • Churches Together in Grantham and District • Samaritans • Lincoln Mosque • Sleaford Islamic Centre 	<ul style="list-style-type: none"> • Direct social media message sent to Lincolnshire Faith Council who are sharing consultation information on social media on our behalf • Direct message sent to Lincolnshire Jewish Community asking for support to connect/share
Gender	30 Groups including: <ul style="list-style-type: none"> • The Women's Institute • Dad's Saturday Club in Grantham • Active Lincolnshire 	<ul style="list-style-type: none"> • Active Lincolnshire shared with local sports groups across the county – Groups include rugby, football, cricket, and golf. • Andrew Morgan held a meeting with Grantham Rotary Club • Information distributed to Boston's Men Shed • Information distributed to Men's Shed in Louth • Contact made via social media with WI Lincolnshire South and Lincolnshire North Federations for feedback and support to promote information
Carers	<ul style="list-style-type: none"> • Carers First • EveryOne • Lincolnshire Parent Carer Forum 	<ul style="list-style-type: none"> • Meeting with Carers First, who will promote via social media, dedicated focus groups with carers in December • Meeting confirmed with Carers First, unfortunately due to no carers booking on the meeting had to be stood down last minute • Met with EveryOne – who have over 400 organisation that are accredited with the carers award and will distribution information to all • 42 carers champions helped promote the consultation • Dedicated carer mailout list • Contacted LPCF who will share on their website • Lincolnshire County Council to distribute to Young Carers • Information distributed to carers Whatsapp group with 50+ carers • Consultation information sent out in Adult Care Bulletin and asked Adult Care staff to share • LSAB sent out to all partners and social media • V4C promoted to young people in care

Seldom Heard Groups

Economically deprived	<ul style="list-style-type: none"> • Towns identified from community profiling • Foodbanks • Job Centres • Citizens Advice • Homeless 	<ul style="list-style-type: none"> • Leafleting and where possible, market days in areas highlighted from Mosaic profiling • Leaflets and posters handed to the Church Family worker at Louth Methodist Church during the Lighthouse Outreach Project • Posters and leaflets posted to Job Centres, foodbanks, Citizens Advice Centre
Rurality	<ul style="list-style-type: none"> • Farming community • Parish Councils 	<ul style="list-style-type: none"> • Midpoint contact – secondary offer was made to visit or present at council meetings - Approx. 370 active parish councils across Lincolnshire sent via LALC • NFU Mutual - distribution of information and support • Consultation information and links published in the Business NK Newsletter • Contacted East Lindsey District Council to distribute to Caravan Parks
Veterans	<ul style="list-style-type: none"> • Via CCG Involvement Champions 	<ul style="list-style-type: none"> • Posted in the Veterans health and Wellbeing Newsletter via CCG Involvement Champions

Transport and Voluntary Car Schemes

Recognising that travel and transport was identified as a concern during pre-consultation engagement and via the Equality Impact Assessments, we also circulated posters and leaflets to the following volunteer transport services. This was done either via social media, emailing or printed copies sent out in the post with the ask to support the CCG in distribution.

Transport and Voluntary Car Schemes	
Audience	Consultation Distribution
Community and patient transport groups	<p>East Lindsey</p> <ul style="list-style-type: none"> • Sutton on Sea Community Voluntary Car Service • Louth and District Voluntary Car scheme • Lincolnshire Royal Voluntary Services • CallConnect • Age UK Lindsey <p>West Lindsey</p> <ul style="list-style-type: none"> • Lincolnshire Royal Voluntary Services • CallConnect • Gainsborough Community Wheels • Age UK Lindsey <p>North Kesteven</p> <ul style="list-style-type: none"> • Sleaford and District Voluntary Car Scheme • Lincolnshire Royal Voluntary Services • Heckington area Voluntary Car Services • Collingham and District village care <p>South Kesteven</p> <ul style="list-style-type: none"> • Grantham area community Transport • Christchurch Community Transport Scheme • Age UK Lincoln & South Lincolnshire <p>South Holland</p> <ul style="list-style-type: none"> • South Holland Parish Voluntary Car Service • Age UK Lincoln & South Lincolnshire • Crowland Cares <p>Boston</p> <ul style="list-style-type: none"> • Lincolnshire Royal Voluntary Services • CallConnect • Age UK Lincoln & South Lincolnshire <p>City of Lincoln</p> <ul style="list-style-type: none"> • Lincolnshire Royal Voluntary Services • CallConnect • Dialaride • Age UK Lincoln & South Lincolnshire

Economically deprived, Age and Disability

The Equality Impact Assessments identified that the groups potentially impacted by these proposals were economically deprived, age and disability. To ensure these groups were provided with direct promotion of the consultation to encourage involvement we also undertook a number of days distributing leaflets directly to various localities and venues across Lincolnshire.

Location	Activities carried out	Economically deprived	Age - Younger	Age - Older	Disability
East Lindsey					
Wainfleet	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Post Office • Wainfleet Pets Petshop • Bits and Bobs Gift Shop • All Saints Church Tea Room • Filling Station Sandwich Shop • Antiques and Vintage Shop • From Alsage Tea Room and Gift Shop • Beau Chic Gift Shop • Suttons Fish and Chips Shop • Hair FX Hair Dresser 	X		X	X
Spilsby	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Post Office • Dentist • Cornhill Café • Vets • Age UK Shop • Greyhound Sanctuary Shop • Four Seasons Fruit and Veg shop • Centre piece tearoom • Poundaholic shop • Bijoux Deli • It Only gift shop • Sentiments floral designs • G.Barber Wool Shop • AE Wildman & Son Bike Shop • Lanegs Discount Store • All Wrapped Up • Don Noble • Dexter and Sharpe Accountants • Just Cuts Barbers • Archways (Lincs) Ltd 	X	X		

Location	Activities carried out	Economically deprived	Age - Younger	Age - Older	Disability
East Lindsey					
Mablethorpe	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Ocean Fish and Chips • Mobile Phone Accessories • PG's Accessories • The Ark Charity Shop • Pet Shop • Café Lounge • Poyntons Shoes • American Nails • Shoezone • Envy Hair and Beauty • Busy Bee Café • Factory Direct Clothes Shop • Vape Shop • All Sorts Gift Shop • Erics Charity Shop • Ians @ 46A Shop • Premier Express • William Hill • Betting Agent • Bladez & Fadez Hair Dresser • St Barnabas Charity Shop • Woodcocks Butchers • The Coastal Centre Community Hub • The Louth Pub • Gerardos Café • Mablethorpe Wildlife Rescue • Charity Shop • Revolutions Hair • Dressers and Nail salon • Mablethorpe Community Hall • Marisco Medical Practice • Dentists • Library • Childrens Centre • Pharmacy 	X		X	X
Horncastle	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Newsagents • local café • Barbers shop • Costa Coffee • Co-op • Opticians • Charity Shops x 2 • Post Office • Pharmacy 			X	

Location	Activities carried out	Economically deprived	Age - Younger	Age - Older	Disability
East Lindsey					
Skegness	1. Public Event	X	X		X
Woodhall Spa	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Optiks Opticians • Neat and Pressed Dry Cleaners • Walters Estate Agents • Woodhall Spa Library • Stations Butchers • RSPCA Shop • Lincolnshire Coop • Premier Pet Care Shop • Pinch Cushion Interiors • Woodlands Café • McColls • Newsagent • Hair and Beauty by Jade • Molly and Me Shop • Bar Eleven • Lilys Shop • Jeffersons Vegan Shop • The Book Fayre book shop • Golf Hotel • Robert Bell Estate agent • Janets Tea Room • Archies Coffee House • Little Dorrits Tea Room • Age UK Lindsey • Harrys Home • Hardware Shop • Martins Newsagents 			X	
Sutton on Sea	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Bennetts Butchers • Boots • Gregorys Mobility • Dolphin Fish and Chips • Ice Rock Café • Home Hardware Shop • Shes Hair and Beauty • The Mill Book Shop • Sutton Pet Supplies • Waldos Fish and Chips • Julie Anns Boutique • UPVC Windows • Lloyds Pharmacy • Spar • The Bacchus Hotel 			X	

Location	Activities carried out	Economi- cally deprived	Age - Younger	Age - Older	Disability
East Lindsey					
Alford	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Snips Barber • ATP - Charity Shop • Town Council • Opticians • Alford Deli • Alford Community Hub • Dentist • Angelenes Patisserie • Handyman Shop • Glamourpuss Cosmetics • Fen Bank Greyhound Rescue Shop • Grays of Alford • Alzeimers Research Shop • The Doghouse Pet Shop • Foot Clinic • Windmill Pet and • Tackle Shop • Willow Restaurant and Tea Room • Wilsons Property Professionals • Alford Craft Market Centre • Manor House Tea Room • Bargain Guys Shop • Hardware Shop 			X	X
Coningsby	1. Leafleting Posters and leaflets left in the follow locations: <ul style="list-style-type: none"> • Chalet • Lincolnshire Coop • Age UK • Ford Service and Parts • Vape Shop • Sivill Gallery • Fish an Chip shop • Sivill Service Shop • Tattershall Lakes - Shop, • Bar and Main Entrance 		X	X	

Location	Activities carried out	Economically deprived	Age - Younger	Age - Older	Disability
East Lindsey					
Louth	1. Market 2. Public Event 3. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Masons Arms • Interskill • Gaff Barbers • Little Owl Fabrics • MSR Newsagents • Boots • Boyes • Butterfly Hospice Charity Shop • Millie Maes Tea Room • Louth Learning Centre • Oxfam • Cancer Research • Age UK • Sue Ryder • Faulkners Electrical Shop • Methodist Church 		X		
Louth North Holme	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Darkes Petrol Station • Darkes Car Showroom • KFC • Starbucks • Louth Tennis Centre • Louth Business Centre • NFU Mutual • Bush Tyres • Halfords • Mr Tyre • NT Shaws of Louth • R&Y Autos • Buckets Pt Food Shop 				X
West Lindsey					
Gainsborough	1. Market 2. Leafleting	X	X	X	X
Market Rasen	1. Market	X			X

Location	Activities carried out	Economi- cally deprived	Age - Younger	Age - Older	Disability
Boston					
Skirbeck	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Boston Men's Shed • Skirbeck Community Centre 	X	X	X	X
Fenside	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Fenside Community Centre 	X	X	X	X
Fishtoft	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Boston Renal Services 	X		X	
Old Leake and Wrangle	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Wrangle Community Centre • Old Leake Community Centre 				X
North Kesteven					
Sleaford	1. Market	X			
North Hykeham	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Mind charity shop • Forum Quality Meats • St Barnabas charity shop • Coffee Culture • Paper Kisses • Tanning Shop • Curtis's • BetFred • Sue Ryder charity shop • McColls • Co-op Pharmacy • Fone Doctor 		X		

Location	Activities carried out	Economically deprived	Age - Younger	Age - Older	Disability
South Kesteven					
Grantham Earlesfield, Harrowby and Springfield	1. Leafleting 2. Grantham public event 3. Market Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Earlesfield Community Centre • Meres Leisure Centre • Vaccination Centre 	X		X	
Stamford	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Charity Shops • Stamford Arts Centre 			X	
Bourne	1. Market		X	X	X
South Holland					
Sutton Bridge, Long Sutton, Moulton	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Long Sutton Pharmacy • Long Sutton local shop • Long Sutton charity shop • Moulton Village Hall • Moulton Sports Centre • Moulton Post Office • Sutton Bridge Curlew Community Centre 	X	X	X	X
Holbeach	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Holbeach Tesco • Holbeach Charity Shop • Holbeach Parish notice • Holbeach Community Centre 	X	X		
Crowland	1. Market 2. Leafleting Posters and leaflets left in the following locations: Pharmacy <ul style="list-style-type: none"> • Estate agents • Library • Parish Council notice board • Crowland Cares 			X	

Location	Activities carried out	Economically deprived	Age - Younger	Age - Older	Disability
Spalding, Cowbit and Pinchbeck	1. Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • South Holland Centre • British Red Cross • Lidl (Spalding) • Post office/local shop • Cowbit Village Hall • Cowbit Parish Council notice board • Cecil Francis Business Park (5 businesses) • Pinchbeck Pharmacy • Pinchbeck Post Office • Pinchbeck Village Hall 	X	X	X	
City of Lincoln					
Sincil Bank	1. Leafleting as part of the covid vaccination event Posters and leaflets left in the following locations <ul style="list-style-type: none"> • Lincoln Football Stadium 	X	X		X
Birchwood, Hartsholme, Moorland, Boutham and Lower Bracebridge	1. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Birchwood Neighbourhood Centre • Epoch Chiropractors • Café Latte • Linc Vet • BetFred • Occasions Cards • Curtis's • Co-op Florists • Police Station • Dylan's Barbers • St Barnabas charity shop • Linkage Trust charity shop • Seacroft Mobility • Diva Hairdressers • Sage Care 	X	X	X	X

Location	Activities carried out	Economically deprived	Age - Younger	Age - Older	Disability
Minster and Castle	1. Christmas Market 2. Leafleting Posters and leaflets left in the following locations: <ul style="list-style-type: none"> • Kranz Kitchen • The Lion and Snake • Prince of Wales • Duke of William • Greggs • Curtis • Card shop • Jewellery shops • Stalls selling food outside of Greggs • Multiple outlets along the Bailgate 			X	

Direct messaging to reach seldom heard groups

Throughout the consultation we constantly reviewed the amount and type of feedback received to enable us to amend our activities accordingly to enable as many people as possible to get involved. During the consultation it was evident we had received less feedback from certain groups of people than we had hoped and proactive distribution of consultation materials to these groups hadn't been as successful as anticipated to encourage their involvement.

The groups we had received less feedback from were:

- BAME
- LGBTQ+

To further promote the consultation to these groups we put out a 'Call for Action' asking anyone who identified as BAME or LGBTQ+ to get involved and share their views with us in their preferred way. We requested support from numerous channels to support this and spread the message widely: we emailed our stakeholders, community and voluntary groups, Citizen Panel members, PPGs, Viewpoint Panel and Readers Panel as well as regular posts across social media sites such as Facebook, Twitter, and Instagram and the Nextdoor online forum.

In addition, to ensure we continued to receive feedback from those groups identified in the Equality Impact Assessment we included older people (Aged 70+) and those with disabilities in this promotion.

4.7 Other promotional activities

Delivery of poster and leaflets

Posters, packs of leaflets and on request key information documents and questionnaires were also posted out across Lincolnshire:

Number	Location
85	GP practices
31	Eastern European cafes / delis / restaurants
20	Housing Association organisations
21	Libraries
150	Supermarkets in economically deprived areas
114	Pharmacies
51	Gyms
29	Foodbanks
10	Job centres
8	All hospitals in Lincolnshire (waiting areas, staff areas)
5	Local colleges/Learning centres
100	Active Lincolnshire award Ceremony
400	Walnut Care
Approx. 20	North Thoresby Listening Clinic
7	Swineshead Listening Clinic
20	Age UK
400	Age UK Lindsey
100	South Holland Centre

NHS Lincolnshire Engagement Bulletin

The NHS Lincolnshire CCG Engagement Team produces a regular bulletin which is distributed to a variety of community and voluntary groups, PPGs, Citizen Panel members, Viewpoint Panel, Readers Panel and to people who sit on the different Trusts' stakeholder lists.

Information in relation to the consultation such as how to book onto upcoming events, links to the questionnaire and further information were included in five editions of the engagement bulletin.

Next Door Online Forum

During the consultation we also established an account with Next Door online forum to help encourage participation at events and increase completion of the questionnaire. The total reach of the NHS Lincolnshire CCG Next Door account is 88,372 people, and this reaches a variety of communities, villages and towns across Lincolnshire.

The table below demonstrates the number of impressions (people that saw each particular post on the Next Door app) throughout the consultation.

Next Door Promotions	Impressions as of 21 st December
18th November	6602
23rd November	5472
30th November	3457
30th November	4002
2nd December	3754
3rd December	1153
6th December	4554
9th December	4876
13th December	3433
14th December	4289

5. Communications and promotion

5.1 Press and Media

Media Articles

NHS Communications and Press and Media activity generated or contributed to **89 media articles** across the period of the consultation period. These media articles appeared in over **300 separate locations** across TV, print, radio and online.

Of these articles/broadcasts:

- **50** directly promoted the consultation and were the direct result of NHS Communications press releases and liaison.
- **23** related to campaign group activity and included interviews and content provided by NHS Communications press team.
- **16** related to other healthcare news, but included information about the consultation, including interviews and content provided by NHS Communications press team.

Media and news organisations that ran articles on the consultation included:

Regional News

BBC News – East Yorkshire & Lincolnshire

BBC News – Look North

ITV News – Calendar

Capital Midlands News

County News

Lincolnshire Echo

Lincs FM/Planet Radio

Lincolnshire Live

Lincolnshire World

Lincolnshire County Council News

Lincolnshire UK News

Other

Healthwatch News

The Lowdown (NHS Support Federation)

Mental Health Mail

Local News

Boston Standard

Boston Target

East Coast & Wolds Target

Grantham Matters

Grantham Nub News

Gainsborough Target

Grantham Journal

The Lincolnite

Louth Leader

North Lincoln Advertiser

Skegness Standard

Sleaford Standard

Sleaford Target

Spalding & South Holland Voice

Spalding Guardian

Spalding Today

Stamford Mercury

Consultation press releases

Date	Press release
29/09/21	General Public Consultation release (embargoed until 30/09/21)
14/10/21	Lincs FM Statement in response to proposed demonstration
13/10/21	Look North Statement These proposals have been developed by our senior clinicians here in Lincolnshire over a number of years and are based on their professional medical and clinical advice and national clinical evidence focused on how the best care possible is provided for patients we serve.
13/10/21	ITV Calendar Press Statement The proposals set out in this consultation have been developed by our senior clinicians here in Lincolnshire over a number of years and are based on their professional medical and clinical advice and national clinical evidence, focused on how the best care possible is provided for the patients we serve.

Date	Press release
15/10/21	General press release relating to consultation live events: ‘Lincolnshire’s residents encouraged to get involved in NHS public consultation events’
15/10/21	Lincolnshire Live Statement Our proposal for urgent and emergency care services in Grantham has been developed by Lincolnshire NHS’ senior clinicians and is based on their professional medical and clinical experience and national clinical evidence regarding the how to deliver the best care possible for the patients we serve
27/10/21	ITV Calendar Press Statement in response to £36m funding investment in A&E services at Pilgrim Hospital, Boston
01/11/21	General release announcing Lincolnshire NHS Stroke Service Crowned National Award Winners
05/11/21	General press release relating to consultation live events: ‘Lincolnshire’s residents encouraged to get involved in NHS public consultation events’
11/11/21	General press release relating to consultation live events: ‘Lincolnshire’s residents encouraged to get involved in NHS public consultation events’
22/11/21	General press release relating to consultation live events NHS Lincolnshire Clinical Commissioning Group (CCG) is inviting the people of Lincolnshire to take part in our biggest public consultation to date.
09/12/21	General press release relating to consultation live events: ‘Lincolnshire’s residents invited to have their say in NHS public consultation events’
11/12/21	Village Link – Response to inaccuracies in statements about Grantham Hospital proposals made by campaign groups
17/12/21	General press release: ‘Don’t miss your chance to have your say on the future of four Lincolnshire NHS services’

Media articles written in response to consultation press releases

30/09/2021	Grantham: Further details emerge concerning hospital plans	Grantham Nub News
30/09/2021	Grantham Hospital A&E changes part of consultation plans	BBC News - East Yorkshire and Lincolnshire
30/09/2021	Grantham to get 24/7 Urgent Treatment Centre in latest Lincolnshire healthcare shake-up	The Lincolnite
30/09/2021	Plans revealed to permanently close A&E department at Grantham and District Hospital	Lincolnshire Live
30/09/2021	Grantham Hospital A&E changes part of consultation plans	LincolnshireUK News - Twitter
01/10/2021	12-week public consultation starts on new plans to close Grantham A&E department	ITV News online
01/10/2021	Lincolnshire Health Bosses push ahead with consultation on the possibility of replacing Grantham hospital's A and E	Lincoln FM/Planet Radio
01/10/2021	Grantham: SOS Grantham Hospital responds to review of hospital services	Grantham Nub News
01/10/2021	Grantham Hospital A&E changes part of consultation plans	North Lincoln Advertiser
01/10/2021	A&E shake up plans could see Grantham Urgent Treatment Centre return and stroke services shift from Boston to Lincoln	Lincolnshire World
01/10/2021	A&E shake up plans could see Grantham Urgent Treatment Centre return and stroke services shift from Boston to Lincoln	Sleaford Standard
01/10/2021	A public consultation has started on new plans to permanently downgrade Grantham's A&E unit to an urgent treatment centre.	ITV News online
01/10/2021	Launch of public consultation on the future of four Lincolnshire NHS services	Healthwatch Lincolnshire
02/10/2021	Plans are being considered to have a 24/7 Urgent Treatment Centre at Grantham Hospital in Lincolnshire.	Capital Midlands News - Twitter
05/10/2021	How you can have your say on NHS services in Lincolnshire	Lincolnshire Echo/ Lincolnshire Live
07/10/2021	It is vital we have our say on Grantham Hospital services as consultation starts - updated article	Grantham Journal online
13/10/2021	Health Scrutiny urges strong response to consultation on Lincolnshire NHS services	Lincolnshire County Council news www.lincolnshire.gov.uk/news
13/10/2021	Health committee urges people to take part in consultation on health services including Grantham A&E	Grantham Journal
13/10/2021	County councillors urge strong response to consultation on Lincolnshire NHS services	Lincolnshire World
18/10/2021	A series of virtual, online public consultation events are taking place this week	Grantham Journal online
18/10/2021	Online events all this week for the public to have their say on hospital plans	BBC Look North
22/10/2021	South Holland stroke patients could be treated in Lincoln in NHS shakeup	Spalding Today

Media articles written in response to consultation press releases

02/11/2021	Lincolnshire NHS Stroke Service crowned national award winners article includes: Have your say on the future of four NHS services in Lincolnshire	Lincolnshire Live website
04/11/2021	Residents urged to join in online consultations over changes to Lincolnshire hospitals	Boston Standard
04/11/2021	Residents urged to join in online consultations over changes to Lincolnshire hospitals	Lincolnshire World
06/11/2021	How to get involved in NHS Lincolnshire Clinical Commissioning Group's consultation on services at Grantham Hospital	Grantham Journal
09/11/2021	A series of online public consultation events start on 8 November	Mental Health Mail
15/11/2021	Consultation events over healthcare changes in Spalding tomorrow	Spalding and South Holland Voice
22/11/2021	I have respect for the workers but not for the planners after NHS Spalding consultation meeting'	Spalding Today
29/11/2021	South Kesteven District Council puts support behind 24/7 accident and emergency unit in Grantham Hospital	Grantham Journal online
29/11/2021	South Kesteven District Council supports 24/7 emergency healthcare in Grantham	Grantham Journal online
09/12/2021	Lincolnshire residents invited to have their say in latest round of NHS public consultation events	Lincolnshire World
10/12/2021	NHS reassurance over proposals for patients to travel longer distances for specialist orthopedic and stroke care	Lincolnshire World
15/12/2021	Patients on the East Coast could have to travel to Grantham for operations	Lincolnshire Live website
15/12/2021	"Apathy" concerns over lack of attendance at health review events	The Lincolnite
16/12/2021	Grantham councillor raises concerns that people are now showing "apathy" to the latest health reviews	Grantham Journal
16/12/2021	Don't miss your chance to have your say on the future of four Lincolnshire NHS services	Lincolnshire Live website
17/12/2021	Have your say on the future of NHS services in Lincolnshire at consultation events	Lincolnshire World
17/12/2021	Have your say on the future of NHS services in Lincolnshire at a consultation event in Boston tomorrow (Saturday).	Boston Standard
18/12/2021	Last chance for you to have your say on future of four Lincolnshire NHS services	Grantham Matters
20/12/2021	Consultation on Grantham hospital services closes this week	Grantham Journal
20/12/2021	Countywide NHS consultation ends this week - but it's not too late to have your say	Lincolnshire Live website
20/12/2021	Get your response in on Lincolnshire NHS services consultation	Lincolnshire County Council news www.lincolnshire.gov.uk/news
23/12/2021	Consultation on Grantham hospital A&E and county services ends today	Grantham Journal

Media articles written in response to campaign group or other activity relating to the consultation

30/09/2021	More than five years ago, a campaign was started to keep Grantham Hospital's A&E open 24 hours a day started.	ITV News Calendar online
04/10/2021	Reader says online hospital consultation is concerning as there is no reference to keeping Grantham A&E	Grantham Journal
04/10/2021	"People will die" if plans to close Grantham's A and E go ahead	Lincolnshire Echo/ Lincolnshire Live
05/10/2021	Hospital campaigners will hold protest near consultation meeting in Grantham	Grantham Journal
05/10/2021	Grantham Hospital campaigners plan protest ahead of consultation on loss of A&E	Lincolnshire World
05/10/2021	Grantham: Campaigners plan protest outside hospital consultation	Grantham Nub News
06/10/2021	Grantham man stung by wasp 'saved' by town's A and E despite it being closed	Lincolnshire Live website
09/10/2021	Grantham Against Local Healthcare Cuts stage protest this week. Why not join them?	Grantham Matters
13/10/2021	Protest against Grantham health cuts to be held in town tomorrow - add your voice!	Grantham Matters
13/10/2021	Hospital campaigners will hold protest near consultation meeting in Grantham	Grantham Journal
14/10/2021	Protests taking place against plans to turn Grantham A&E into Urgent Treatment Centre	Lincs FM/Planet Radio
14/10/2021	Desperate protesters fight against plans to axe Lincolnshire town's A&E department.	Lincolnshire Live website
14/10/2021	Campaigners gather to voice opposition to A&E cuts at Grantham Hospital	Lincolnshire World
14/10/2021	We're at a protest against plans to close Grantham's A&E	BBC News - East Yorkshire and Lincolnshire
14/10/2021	Another protest over proposals to downgrade Grantham A&E	BBC Radio Lincolnshire
14/10/2021	Campaigners to protest over plans to close Grantham Hospital's A&E department	ITV News Calendar online
15/10/2021	Health consultation meeting in Grantham turns 'chaotic' after protesters gather in town centre	Grantham Journal
15/10/2021	"No ifs, no buts, no A&E cuts": Protests against Grantham Hospital plans	The Lincolnite
15/10/2021	Campaigners say an urgent treatment centre in Grantham would be a glorified GP surgery	The Lincolnite
15/10/2021	Protesters fight against plans to axe Grantham's A&E department	Grantham Matters
16/10/2021	Councillor launches petition to 'stop cuts to Grantham hospital	Grantham Journal
16/10/2021	Campaigner calls A & E consultation a 'shambles'	Lincolnshire Live website

Media articles written in response to campaign group or other activity relating to the consultation

26/10/2021	£30m investment is hospital's A&E (er, not yours, Grantham)	Grantham Matters
26/10/2021	Download SOS Grantham Hospital Petition - Vital	Grantham Matters
27/10/2021	Dismay at £30M investment in Boston Pilgrim Hospital but nothing for Grantham	Grantham Matters
28/10/2021	Councillor says upgrade plans for A&E at Pilgrim Hospital, Boston, are 'a slap in the face' to Grantham residents	Grantham Journal
01/11/2021	Campaigners fight Grantham downgrade	The Lowdown/NHS Support Federation
04/11/2021	ULHT Staff Awards 2021 - meet your winners!	Grantham Matters
10/11/2021	Stroke services "unattractive" to Lincolnshire staff as locums walk away from Boston	The Lincolnite
11/11/2021	Hospitals at breaking point as handover delays leave patients on trolleys for 12 hours	The Lincolnite
11/11/2021	Lincoln actor calls for people to help city's hospital after 14 hour wait for bed	The Lincolnite
11/11/2021	Lincolnshire A&E departments at breaking point with ambulance handover delays and overcrowding	Grantham Journal
11/11/2021	Ambulance handover delays at Lincolnshire hospitals	Lincolnshire World
11/11/2021	Ambulance handover delays at Lincolnshire hospitals	Louth Leader
11/11/2021	Lincolnshire A&E departments at breaking point with ambulance handover delays and overcrowding	Spalding Today
11/11/2021	Struggling to attract stroke staff to Boston Pilgrim Hospital to treat south Lincolnshire patients	Spalding Today
11/11/2021	Patients turned away from Skegness Urgent Treatment Centre due to being short-staffed	Lincolnshire Live website
11/11/2021	Patients turned away from Lincolnshire Urgent Treatment Centre due to 'high demand'	The Lincolnite
20/11/2021	I am still pressing to guarantee everyone's experience of driving on the A1 is a safe one, says Grantham MP	Grantham Journal
23/12/2021	Decision on closing Grantham's A and E expected in March	Lincolnshire Live website
23/12/2021	Consultation into Grantham Hospital and county health services leaves me with a number of concerns	Grantham Journal

5.2 Digital Activity

The public consultation digital strategy included the following elements:

- NHS Communication team's social media activity (Twitter, Facebook) to push traffic towards the Public Consultation website and planned events.
- Video marketing via YouTube and the Public Consultation website.
- Online advertising via media partners and other local news sources and platforms.

NHS Communications teams – social media activity

Across the period of the Consultation, significant activity was undertaken by the Communications Teams at Lincolnshire NHS CCG, Lincolnshire NHS, ULHT and LCHS to build awareness and drive engagement through a schedule of activity on their social media platforms, most significantly Facebook and Twitter.

Combined, the four NHS communications teams posted **199 Facebook posts**, reaching **172, 827** people and generating **5889 post engagements**, **481 click throughs** to the Consultation website and **202 comments**.

Combined, the four NHS communications teams issued **214 tweets and 18 retweets**, with these tweets being seen **87,367 times**, generating **1834 tweet engagements** and **303 click throughs** to the Consultation website.

Social sharing

NHS Communications team Facebook posts were actively shared with the following organisations:

Local authorities

- Boston Borough Council
- City of Lincoln Council
- East Lindsey District Council
- Gainsborough Town Council
- Lincolnshire County Council
- North Kesteven District Council
- Sleaford Town Council
- South Holland District Council
- South Kesteven District Council
- West Lindsey District Council

Media

- BBC East Yorkshire & Lincolnshire
- BBC Radio Lincolnshire
- Boston Standard
- Boston VIBE
- Boston's 107 Endeavour FM
- Gainsborough Standard
- Grantham Journal
- Grantham Matters
- Lincoln Free Press and Spalding Guardian
- Lincolnite
- Lincolnite Breaking News
- Lincolnshire Live
- Lincs FM
- Louth Leader
- Skegness Standard
- Sleaford Standard
- Spalding and South Holland Voice

Non-NHS Social Listening

The Consultation Communications team engaged in an active programme of social listening throughout the period of the consultation.

The benefits of social listening to the consultation communications efforts were:

- It enabled the team to monitor and assess the reach and penetration of the consultation
- It enabled the team to identify both where public awareness and understanding of the proposed changes were strong and where there was potential to improve communications.
- It enabled the team to identify misinformation and misconceptions relating to the proposed services changes and the consultation programme and to address these, redressing the balance of misinformation.
- It helped the team to be more responsive to public needs as the consultation progressed.
- It helped the team to identify formal participation opportunities.
- It enabled the team to assess public sentiment towards the proposed changes to services and the consultation process.

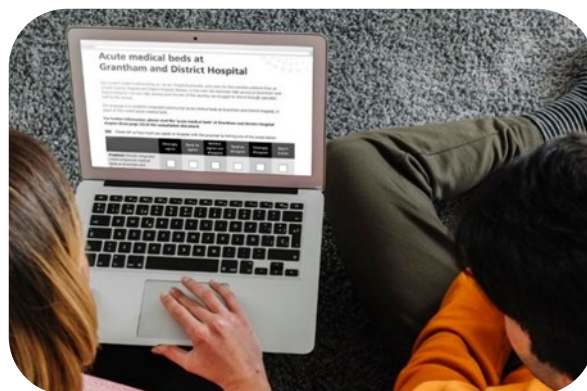
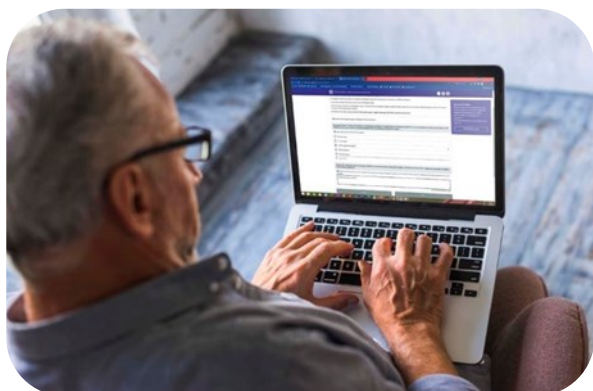
Non-NHS social media activity (news articles, comment pieces, campaign activity) generated over **1600 comments and conversations** during the consultation.

5.3 Consultation website engagement

Over the period of the consultation, **12,294 unique visitors** accessed the dedicated consultation microsite, generating **30,967 page views** (an average of 2.51 page views per visitor). **5101 visits were made to the online Questionnaire** embedded in the site, with **2290 people visiting the consultation events page**.

Of those visiting, 49% accessed the site via mobile phone, 35% accessed via desktop device and 8% via tablet.

Almost half of those visiting found the site through organic search, 19% came to the site directly, 13% via referral and 11% via social media.



5.4 Paid print and online advertising

Media partnerships were created with Reach Solutions and Iliffe Media to increase awareness of the consultation beyond the other channels and methods employed.

Print advertisements

Throughout the consultation **25 adverts** were placed in local and county newspapers, providing general information about the consultation proposals and promoting participation in the consultation and related events. There were over **454,000 opportunities** to see these newspaper advertisements (based on newspaper readership figures) across seven county newspapers. This approach enabled the programme to target audiences that might not have access to online engagement channels.

WE NEED YOUR VIEWS

We are consulting on four of Lincolnshire's NHS services

- Orthopaedic surgery
- Urgent and emergency care at Grantham and District Hospital
- Acute medical beds at Grantham and District Hospital
- Stroke services

We are asking for your views on these four NHS services because we believe they require significant and permanent change. The benefits of these changes will include:

- Improved quality of care
- Reduced waiting times
- Better outcomes for patients
- Increased availability of staff to care for patients
- Better use of NHS funds, reducing spend on temporary staff

HAVE YOUR SAY

Please help us make the right choices to improve these services by completing our questionnaire and telling us what you think.

To do this and for more information on how we have reviewed these four services, the challenges they face and how they might change in the future, please visit our website at www.lincolnshire.nhs.uk or contact us on 01522 421860

At www.lincolnshire.nhs.uk you can also find details of the virtual events and many face-to-face events we are hosting around the county throughout the consultation.

If you would prefer a printed questionnaire and information, please call 01522 421860



Tell us what you think

We are consulting on four of Lincolnshire's NHS services

Urgent and emergency care and acute medical beds at Grantham and District Hospital and stroke services and orthopaedic surgery countywide.

We need your views

Please help us to make the right choices to improve these services by COMPLETING OUR QUESTIONNAIRE to tell us your views.

Find out more and have your say at www.lincolnshire.nhs.uk or contact us on 01522 421860



You have until 23 December to tell us what you think

We are consulting on four of Lincolnshire's NHS services

Urgent and emergency care and acute medical beds at Grantham and District Hospital and stroke services and orthopaedic surgery countywide.

Have your say

Don't miss this opportunity to tell us your thoughts and help us make the right choices to improve these services.

Find out more and complete our questionnaire at www.lincolnshire.nhs.uk or contact us on 01522 421860



You have until 23 December to tell us what you think

We are consulting on four of Lincolnshire's NHS services:

- Orthopaedic surgery countywide
- Urgent and emergency care at Grantham and District Hospital
- Acute medical beds at Grantham and District Hospital
- Stroke services countywide

We are asking for your views on these four NHS services because we believe they require significant and permanent change. We believe the benefits of these changes will include:

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Have your say

Don't miss your chance to tell us your thoughts and help us make the right choices to improve these services. Complete our questionnaire and tell us what you think.

To do this and for more information on how we have reviewed these four services, the challenges they face and how they might change in the future, please visit our website at www.lincolnshire.nhs.uk or contact us on 01522 421860

If you would prefer a printed questionnaire and information, please call 01522 421860



Don't miss your chance to have your say on the future of four Lincolnshire NHS services

A 12-week public consultation on the future of four Lincolnshire NHS services ends on **Thursday 23 December**. The consultation, which launched on 30 September, is giving people from across the county the chance to share their views on the future delivery of the following services:

- Urgent and emergency care at Grantham & District Hospital
- Acute medical beds at Grantham & District Hospital
- Orthopaedic surgery across Lincolnshire
- Stroke services across Lincolnshire

We are aware that the level of detail included in the review work to date can be complicated to understand for anyone unfamiliar with the services. Some of the common requests for clarity we have received from the people of Grantham include:

Do your proposals mean that acute medical beds will be reduced or closed in Grantham & District Hospital?

No. The acute medical beds change proposal focuses on retaining this service, retaining acute specialists and strengthening it through greater integration with community and primary care providers. There is no planned reduction to the number of acute medical beds under the proposal.

There is some confusion with the proposal and the SDEC (same day emergency care) and the ACU (acute care unit) services, which are different, but have also not closed. During the COVID pandemic the 6 bedded ACU was temporarily closed to ensure the separation of medical and surgical patients for safety reasons. These beds were immediately re-provided on the surgical and medical wards, where they remain. Since this time the overall number of beds has increased to 8.

Do the proposals suggest cuts to acute and emergency services in Grantham?

No. We believe the proposals provide much needed stability to the acute and urgent & emergency care services in Grantham. We are committed to securing services in Grantham for the future and the proposals, which include a centre of excellence for planned orthopaedic care, are part of our dedicated drive towards sustainability and ensuring Grantham & District Hospital as an employer of choice for health professionals wishing to build their career.

What do the proposals for stroke services mean for the people of Grantham?

Grantham has not provided acute or hyper-acute stroke services at the hospital since 2008 and this would not change under the proposal. In the event that a patient presented at Grantham having experienced an emergency such as a stroke, the team would have the clinical expertise and equipment to resuscitate, stabilise and stabilise a patient until transfer, if required, to an alternative site where the correct, specialist care can be provided to best support the patient. This happens now and would continue to do so under the proposals.

Can I go to Grantham with a fracture?

Yes. Simple fractures would be treated at the proposed UTC at Grantham & District Hospital. Any patient who was found to need specialist treatment for a more complicated fracture would be transferred to ensure they had access to the care that they need. This happens now and would continue to do so under the proposals.

Join us at the Grantham event this Sunday

We are holding another event in Grantham on **Sunday 12 December**. At this event, clinicians will explain the service proposals in more detail, and those attending will have the opportunity to ask questions and share their views. Attendees must register before the event.

For more information about this event and to register please visit www.lincolnshire.nhs.uk, call 01522 421860 or email log.sar-enquiries@nhs.uk

This is our largest public consultation to date, and we are encouraging as many people as possible to get involved. Don't miss your chance to have your say and help us shape the future of these four services.

To complete the questionnaire, and for more information on how we have reviewed these four services, the challenges they face and how they might change in the future, visit our website at www.lincolnshire.nhs.uk or contact us on 01522 421860.

www.lincolnshire.nhs.uk



Online advertisements

Online advertising was used to raise further awareness of the consultation, increasing online exposure both on social media and across other online platforms. A wide range of digital ad formats were employed, from display ads through to FB articles and 'advertorial' content. Several of these online ad campaigns were targeted at specific audiences in terms of demographics or geographic location.

Those engaging with the advertisements were encouraged to click through to the consultation website and complete the consultation questionnaire. This approach enabled the programme to target audiences that might not have been exposed to some of the other more traditional forms of advertising.

Through the consultation, paid online activity included:

- 3 x editorial articles
- 16 x display advertisements
- 15 x InYourArea advertisements
- 4 x Facebook advertisements

Combined, these advertisements were seen by **1,365,000 people**, with **9502 people directly engaging** with the advertisements and **2865 clicking through** to the consultation website.



Fig.10 Example Public Consultation display advertising artwork

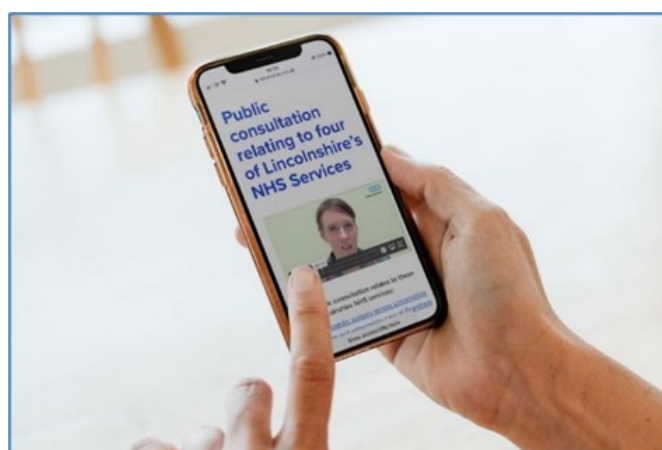


Fig.11 Example Public Consultation Facebook Advertising artwork

6. Mid consultation and final stakeholder updates

On **2 December**, a 'consultation mid-point update' email was sent to the full list of stakeholders who had received the consultation launch email. This list included:

Staff and internal stakeholders	Voluntary engagement teams
Provider memberships	Local MPs
Unions	Local employers
Health partners	Public sector providers
Lincolnshire County Council including all staff and councillors	Campaign groups
District Councils including all staff and councillors	NHS Lincolnshire Peoples Panel
Parish Councils	Community Stakeholders, including volunteer groups, support groups etc

This update email contained:

- Direct links to the consultation website where people could find further detail about the proposals, give feedback via the online questionnaire and see how they can get involved and what events are taking place across Lincolnshire. We also included phone and email details of our dedicated consultation hotline.
- A brief update on consultation engagement to date.
- A schedule of remaining consultation Face to Face events.
- A call to action to stakeholders to ask partners and community organisations to share the materials and mid-point update email with their members, groups and wider communities.

On **21 December**, a 'consultation final update' email was sent to the full list of stakeholders who had received the consultation launch and mid-point update email.

This final update email contained:

- Direct links to the consultation website where people could find further detail about the proposals, give feedback via the online questionnaire and see how they can get involved and what events are taking place across Lincolnshire. We also included phone and email details of our dedicated consultation hotline.
- A brief update on consultation engagement to date.
- A brief update on media coverage to date.
- A thank you to stakeholders for their continued support in helping to extend the reach of the consultation.
- A request for any feedback stakeholders may have received that directly related to the proposals and a call to action to submit feedback to the dedicated consultation email address at ccq.asr-enquiries@nhs.net

7. Ongoing adjustments

Responding to confusion and misinformation around proposals for Grantham and District Hospital

As the consultation entered its third month, public feedback and social listening undertaken by the consultation team highlighted a range of misconceptions and concerns relating to the proposals for Grantham and District Hospital. These included:

- Concerns that acute medical beds would be reduced or closed at the hospital.
- Concerns that the proposals suggested cuts to acute and emergency services in Grantham.
- Uncertainty around what the proposals for stroke services would mean for the people of Grantham.
- Uncertainty around the conditions that would be treated at the proposed UTC at Grantham & District Hospital.

To respond to these questions and concerns, it was decided to publish a full-page advertisement in The Grantham Journal on Friday 10 December. This advertisement also sought to counter a highlighted spread of misinformation by local campaign groups ahead of the second Grantham Face to Face event, which was due to take place on Sunday 12 December.

The Grantham Journal, both in print and online, had been extremely active in reporting on the consultation and service proposals, largely as they related to Grantham and District Hospital. The publication's website and social media had also become key arenas for comment and debate about the consultation, particularly from local campaign groups.

The full-page advertisement included:

- A brief summary of the consultation and the proposed changes to four NHS services.
- A larger section devoted to responding to 'common requests for clarity the consultation team had received from the people of Grantham' – these being the concerns listed above.
- Information about the forthcoming Grantham Face to Face event taking place on Sunday 12 December, and a call to action to register to attend.
- A call to action to complete the consultation questionnaire.

Don't miss your chance to have your say on the future of four Lincolnshire NHS services



A 12-week public consultation on the future of four Lincolnshire NHS services ends on **Thursday 23 December**. The consultation, which launched on 30 September, is giving people from across the county the chance to share their views on the future delivery of the following services:

- Urgent and emergency care at Grantham & District Hospital
- Acute medical beds at Grantham & District Hospital
- Orthopaedic surgery across Lincolnshire
- Stroke services across Lincolnshire

We are aware that the level of detail included in the review work to date can be complicated to understand for anyone unfamiliar with the services. Some of the common requests for clarity we have received from the people of Grantham include:

Do your proposals mean that acute medical beds will be reduced or closed in Grantham & District Hospital?

No. The acute medical beds change proposal focuses on retaining this service, retaining acute specialists and strengthening it through greater integration with community and primary care providers. There is no planned reduction to the number of acute medicine beds under the proposal.

There is some confusion with this proposal and the SDEC (same day emergency care) and the ACU (acute care unit) services, which are different, but have also not closed. During the COVID pandemic the 6 bedded ACU was temporarily closed to ensure the separation of medical and surgical patients for safety reasons. These beds were immediately re-provided on the surgical and medical wards, where they remain. Since this time the overall number of beds has increased to 8.

Do the proposals suggest cuts to acute and emergency services in Grantham?

No. We believe the proposals provide much needed stability to the acute and urgent & emergency care services in Grantham. We are committed to securing services in Grantham for the future and the proposals, which include a centre of excellence for planned orthopaedic

care, are part of our dedicated drive towards sustainability and ensuring Grantham & District Hospital as an employer of choice for health professionals wishing to build their career.

What do the proposals for stroke services mean for the people of Grantham?

Grantham has not provided acute or hyper-acute stroke services at the hospital since 2008 and this would not change under the proposal. In the event that a patient presented at Grantham having experienced an emergency such as a stroke, the team would have the clinical expertise and equipment to resuscitate, intubate and stabilise a patient until transfer, if required, to an alternative site where the correct, specialist care can be provided to best support the patient. This happens now and would continue to do so under the proposals.

Can I go to Grantham with a fracture?

Yes. Simple fractures would be treated at the proposed UTC at Grantham & District Hospital. Any patient who was found to need specialist treatment for a more complicated fracture would be transferred to ensure they had access to the care that they need. This happens now and would continue to do so under the proposals.

Join us at the Grantham event this Sunday

We are holding another event in Grantham on **Sunday 12 December**. At this event, clinicians will explain the service proposals in more detail, and those attending will have the opportunity to ask questions and share their views. Attendees must register before the event.

For more information about this event and to register please visit www.lincolnshire.nhs.uk, call **01522 421860** or email lccg.asr-enquiries@nhs.net


This is our largest public consultation to date, and we are encouraging as many people as possible to get involved. Don't miss your chance to have your say and help us shape the future of these four services.

To **complete the questionnaire**, and for more information on how we have reviewed these four services, the challenges they face and how they might change in the future, visit our website at www.lincolnshire.nhs.uk or contact us on **01522 421860**.



www.lincolnshire.nhs.uk

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Louth event

In response to feedback we received regarding the locations of the consultation events, we subsequently added an event in Louth and provided further information to respondents as and when requested to ensure they were informed and could get involved in the consultation.

Weekly team meetings

Throughout the public consultation, routine weekly meetings were held with the core consultation team to review the ORS consultation dashboard, providing 'live' monitoring of the questionnaires completed alongside main respondent characteristics to inform further specific targeting of consultation activities if required to increase representation of response.

Routine weekly meetings and briefings were also undertaken with the wider team, system leaders and clinicians to review feedback from consultation events and communications, and give team members who had attended recent events an opportunity to share feedback regarding the queries and concerns they heard. This allowed shared understanding of any key themes as they emerged, improving the ability of the team to ensure they discussed such issues raised in future events, press interviews and via direct contact with individuals.



8. Consultation Support

The consultation team provided a dedicated phonenumber (**01522 421860**) and email address (**lccg.asr-enquiries@nhs.net**).

These provided channels for members of the public who:

- Required hard copy version of consultation materials, including the Public Consultation Document, Key Information Document and Consultation questionnaire.
- Wished to comment or had questions relating to the Consultation proposals or to the consultation process itself.
- Required further information about the live and virtual consultation events. Participation at these events could also be booked via email or over the phone.
- Wished to speak about their general experience of using NHS services.

Over the period of the consultation members of the public submitted **110 emails** and made **56 telephone calls** to the consultation communications team. These contacts included:

- **63** requests for a hard copy of the questionnaire
- **62** requests for information about consultation live and virtual events – these included **49** event booking requests.
- **17** questions relating to the consultation service proposals or the consultation process
- **27** comments about the consultation service proposals or the consultation process

Respondents were also signposted to the Patient Advice and Liaison Service (PALS) and Healthwatch if they required further, independent support to get involved in the consultation.



Contact us

Email: lccg.involveus@nhs.net

To request this document in an
alternative format please contact us
using the details above