

### **NCL Start Well Programme**

Harrow Health and Wellbeing Board

25 January 2024

### **Context and objectives**



- Today's session is an opportunity to brief you on the proposals that have been developed as part of the Start Well Programme. This Programme of work was initiated in 2021 to ensure maternity, neonatal, children and young people's services are set up to meet population needs and improve outcomes. The drivers for starting the work demonstrate that the programme is key to delivering against our duties around population health improvement and tackling inequalities.
- This is a long programme of work, and no decision has been made on the changes. The ICB Board agreed at its meeting on Tuesday 5 December 2023 to initiate a 14-week consultation period, from 11 December 2023 until 17 March 2024. A decision on the proposals is not expected to be made until Autumn/Winter 2024/25.
- The programme has developed a set of proposals to improve maternity and neonatal and children's surgical services in NCL. The purpose of the briefing today is to:
  - Provide some context on the programme, outline the rationale for change and how the options have been developed
  - Describe the options being put forward for public consultation
  - Outline the potential impact these proposals may have on different populations, including Harrow
  - Capture your views and feedback on the approach to consultation and how best to engage with the populations in Harrow who may be potentially impacted
- The link to the consultation website where you can find more information and details about the programme is: nclhealthandcare.org.uk/start-well



### **Background and context**

The drivers for this programme and the need for change are rooted in our relentless focus on improving outcomes and reducing inequalities within our population



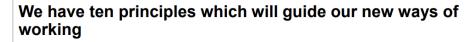
North Central London

Integrated Care System

North Central London ICS has an ambition to provide services that support the best start in life, both for our residents and for people from neighbouring boroughs and beyond who choose to use our services.

We know that care received at the beginning of life is a powerful force against health inequalities and a catalyst for improved life chances which is why Start Well is a key priority in our Population Health and Integrated Care Strategy.

Central to the Start Well programme are the needs of pregnant women and people and their babies. We want to ensure our services are in the best position to support families through the life changing journey of pregnancy and birth.



To make our transition to a population health and integrated care system that is needs-driven, holistic and integrated, we have identified 10 principles to guide us and given examples of what that looks like in terms of changed ways of working.



Source: North Central London ICS Population Health and Integrated Care Strategy

# The Start Well programme will support us to tackle inequalities and improve population health outcomes



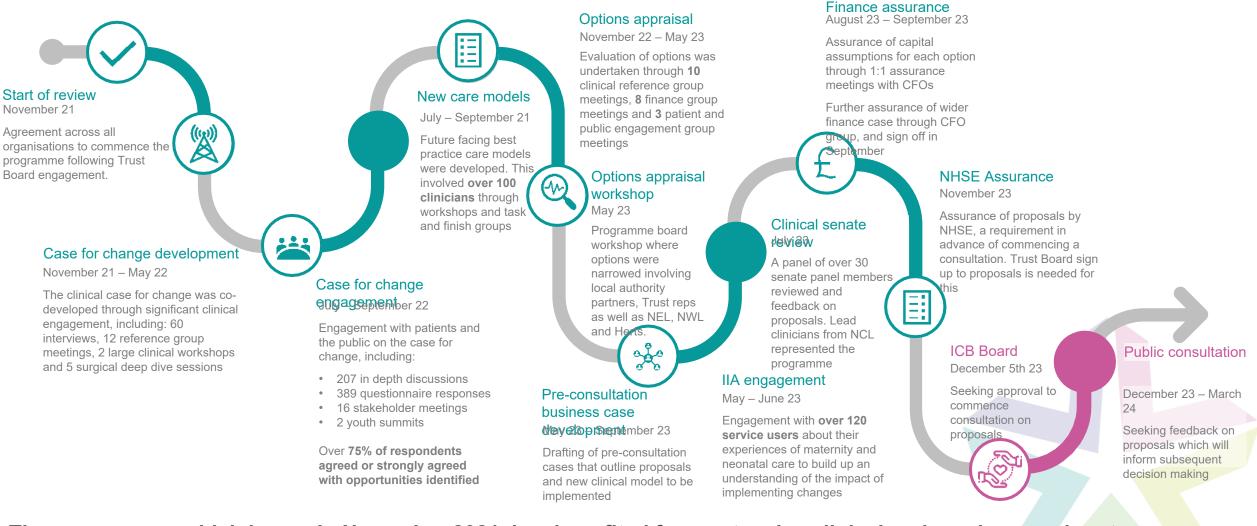


The Start Well Improving care at the start of life has the potential to have far reaching impacts on overall population health programme was and life outcomes initiated to ensure services are set up to There is longstanding inequity in service provision across maternity, neonatal and paediatric services – with meet population not everyone having access to the same care as others needs and improve outcomes. The drivers The quality of services could be improved, and some service users face differential outcomes and for starting the work experience demonstrate that the programme is key to Our workforce is constrained and, in some instances, our people are working in environments that are not delivering against our set up for them to provide the best possible patient care duties around population health Ensuring we are in a position to respond to national reviews and best practice guidance such as the Three improvement and Year Delivery Plan for Maternity and Neonatal Care tackling inequalities

The ICS also has a number of other programmes which are aiming to achieve population health improvements and integration of care such as a review into community services, mental health services and the implementation of a Long Term Conditions Locally Commissioned Service for Primary Care.

Start Well is a collaborative programme involving a wide range of patients, carers, community representatives, clinical leaders and ICS partners





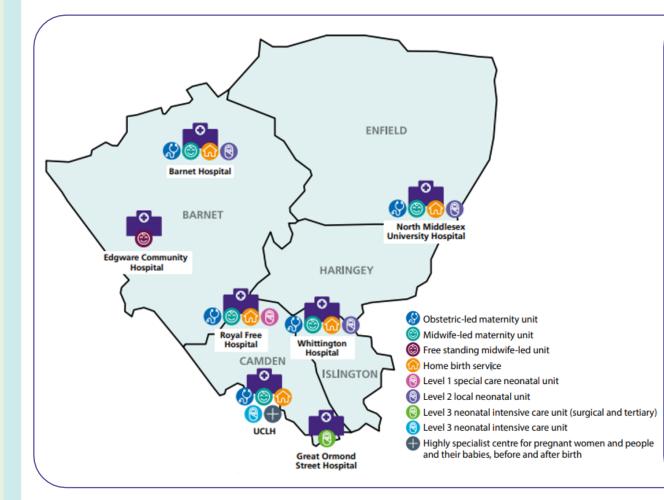
The programme, which began in November 2021, has benefited from extensive clinical and service user input.



# Maternity and neonatal services proposals

# How maternity and neonatal care is currently organised in North Central London





In our five boroughs we have **five maternity** and neonatal units and a standalone midwifery led birth centre:

- Five obstetric units
- Five alongside midwifery-led units
- One standalone midwifery-led unit at Edgware Community Hospital
- One special care neonatal unit (level 1)
- Two local neonatal units (level 2)
- Two NICUs (level 3 one of which is at GOSH and out of scope of the proposals)

Pregnant women and people can access maternity care at their unit of choice. This means people who live within Barnet, Camden, Haringey, Enfield or Islington may choose a hospital outside of these area and those who live outside the NCL boroughs can access maternity care at a hospital within NCL

There are important clinical drivers for change in our maternity and neonatal services





NCL has a declining birth rate, with increasing complexity of service users. There is insufficient activity and staff to sustain five maternity and neonatal units in the long term



**Staffing levels do not always meet best practice guidance** and there are high vacancy rates which frequently compromise service provision. This often leads to the inability to staff birth centres – meaning the choice of midwifery-led care is often compromised



The level 1 unit at the Royal Free Hospital was only 37% occupied in 2021/22. The number of admissions to the unit have been falling and there are expensive and complex mitigations in place to maintain its safety. This unit does not provide equitable care to service users and it represents a clinical risk, which requires a long-term solution as identified by the London Neonatal Operational Delivery Network and the Trust



The maternity and neonatal estate at the Whittington Hospital does not meet with modern best practice building standards. It has no ensuite bathrooms in its labour ward, its neonatal unit is cramped with risks around infection control. These risks are actively mitigated by excellent staff and clinical processes; however, this does create increased pressure on staff to safely deliver the service

Maternity CQC re-inspections has identified challenges with maternity services in NCL and there are opportunities to improve their quality



Edgware Birth Centre supports an ever-decreasing number of women to give birth – in 22/23 only 34 women gave birth there. Given the declining birth rate and increasing complexity of births it is unlikely this will increase in the future

### Our vision for maternity and neonatal care is delivered through our new care model



#### The new care model proposes:

- Bringing together maternity and neonatal care into four units as opposed to our current five
- Three level 2 neonatal units as well as the specialist NICU at UCLH
- No longer having a level 1 neonatal unit
- No longer having a standalone midwifery-led birth centre

#### Our vision for maternity and neonatal services

Provision of high-quality equitable care: all units being able to provide the same level of neonatal care will address the current inequity of having a level 1 neonatal unit as local provision for those closest to that level 1 unit is less comprehensive than the local provision for those closer to any of the level 2 centres



Units that provide sustainable activity numbers: through consolidation, we will have larger units which are more clinically sustainable in the long term given the declining NCL birth rate and the need to make best use of our scarce workforce



Workforce resilience: units staffed in line with best practice, supporting our teams to deliver high quality care. Delivering this over four units as opposed to five means increased workforce resilience and units will be less vulnerable to short term closures ensuring that choice of birth setting can be facilitated in a more consistent way. This may also help deliver greater continuity of care to parents, which is currently a challenge to deliver as our workforce are spread thinly



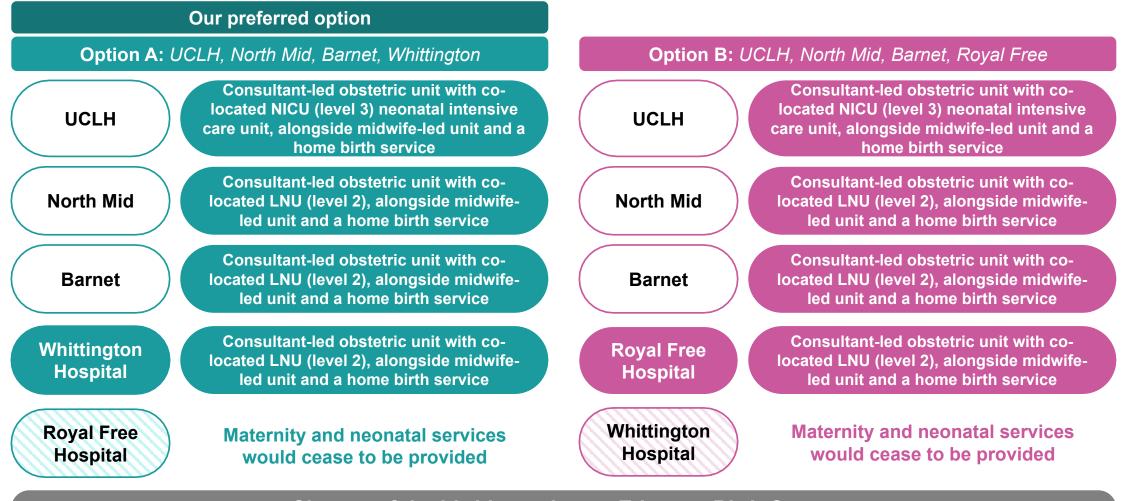
The right capacity to meet demand: ensuring that NCL has access to the right level of capacity to meet changing needs of our population - including access to specialist care where it may be needed



Environment that provides a positive patient experience: investing in our estate and making improvements that will address current issues. We will invest in making sure we have optimally sized units, meaning better value for money and wider benefits of adopting the new care model

### **Options for consultation – maternity and neonates**





**Closure of the birthing suites at Edgware Birth Centre** 

# Both options being put forward for consultation are deemed to be implementable



### The status quo is not an option for consultation because:

- The way services are currently set up won't meet the long-term needs of our population and doesn't resolve the challenges identified in our case for change
- Staffing services across five sites as opposed to four would continue to be a challenge and not make best use of our skilled workforce
- The neonatal unit at the Royal Free Hospital would continue to need support to maintain the skills of staff and this does not represent a long term, sustainable solution

Both proposed options being put forward for consultation have been deemed to be implementable and we are consulting on both options.

### Option A has been identified as the preferred option for consultation because:

- it would mean fewer staff needing to move to a new location
- option B would mean some people would need to go to hospitals in North East London that would struggle to have capacity for this because of rising birth rates in some parts of North East London
- while option A would mean some people would need to go to hospitals in North West London, those hospitals have confirmed they have capacity for this as the number of births in North West London is falling

### Future flows have been projected for each option, using an approach which considers choice



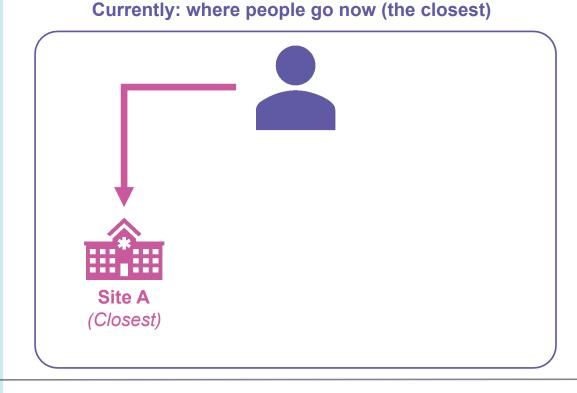
**Note:** LSOA is a Lower Super Output Area and is the smallest granularity of geography that is used for travel time analysis. Typically, there are 1,000-2,000 residents within an LSOA.

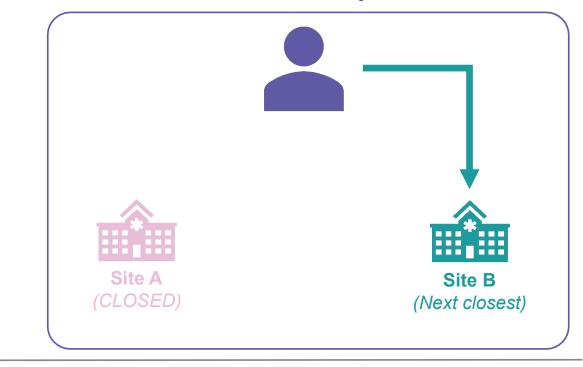
Approach	Description	there are 1,000-2,000 residents within an LSOA.
1 For each LSOA identify the closest hospital for the catchment population	<ul> <li>The catchment population for the patient flow analysis has been defined as all LSOAs in NCL where there was activity in the 2021/22 baseline year and any LSOAs for whom an NCL site is the closest hospital, this includes any populations living in neighbouring boroughs.</li> </ul>	
	The neighbouring ICSs have been defined as all London ICSs plus Hertfordshire and West Essex ICS	
	The closest hospital is time	found using the Travel Time API (Google), calculating the travel time in minutes at peak
2 Calculate the number of deliveries at each in scope hospital in 21/22 by LSOA	<ul> <li>catchment population</li> <li>The hospitals that are i Mary's, Chelsea and W</li> </ul>	at each of the in-scope hospitals has been calculated for each of the LSOAs in the n scope of this work are all acute NCL hospitals and the following neighbouring units: St /estminster, Northwick Park, Homerton, Whipps Cross, Royal London, Princess neral, Newham, Luton and Lister Hospitals
3 Understand in each LSOA the number of people giving birth at their closest unit or choosing to give birth elsewhere		yone in an LSOA flows to their nearest unit by travel time (car/driving at peak odelled as closed, then the population will be modelled as flowing to the next nearest.
	· · · · · · · · · · · · · · · · · · ·	of people in any LSOA are currently choosing to go to a unit further away than their then everyone in that LSOA is modelled to travel further to the unit of choice.
	<ul> <li>In each option, when a their nearest hospital</li> </ul>	unit closes, everyone who was modelled to go to that unit is then modelled to <b>go to instead</b>

## We identified the people who may be impacted by the proposals



- We looked at where people currently live and identified geographies whose closest hospital is Royal Free (option A) or Whittington (option B)
- For the impacted populations we looked at what the next closest hospital would be and projected the activity to the next nearest unit. All activity in that LSOA is flowed to this hospital.
- This modelling is based on historic activity and a set of assumptions and therefore is indicative. Whilst the modelling approach has factored in choice there may be individuals within the impacted LSOAs who choose a hospital that is further away than the closest.





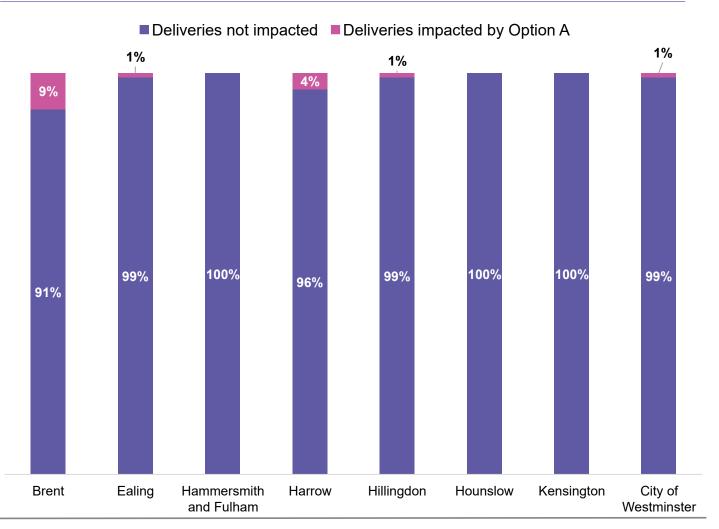
#### Future: Predicted flow if maternity unit at Site A closed

# The proposals in option A would result in 2,560 deliveries being being moved to another unit



- Based on future activity modelling, in option A, 2,560 deliveries are would be moved from the Royal Free Hospital to another unit. This includes units that may be outside of NCL.
- Of the 2,560, 73% (1,860) are NCL residents and the remaining 27% (700) are non-NCL residents.
- Of the non-NCL residents impacted 558 are NWL residents
- Of the NWL residents impacted:
  - Brent: 380
  - Ealing: 18
  - Harrow: 124
  - Hillingdon: 8
  - Hounslow: 1
  - Westminster: 27
- The proportion of total deliveries impacted by NWL borough is set out in the graph to the right

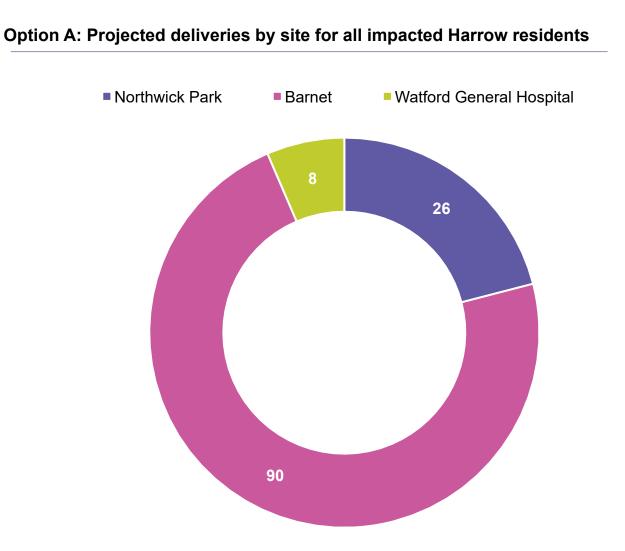
#### Proportion of activity which may being impacted by borough



# In option A, the majority of impacted residents in Harrow are projected to flow to Barnet Hospital



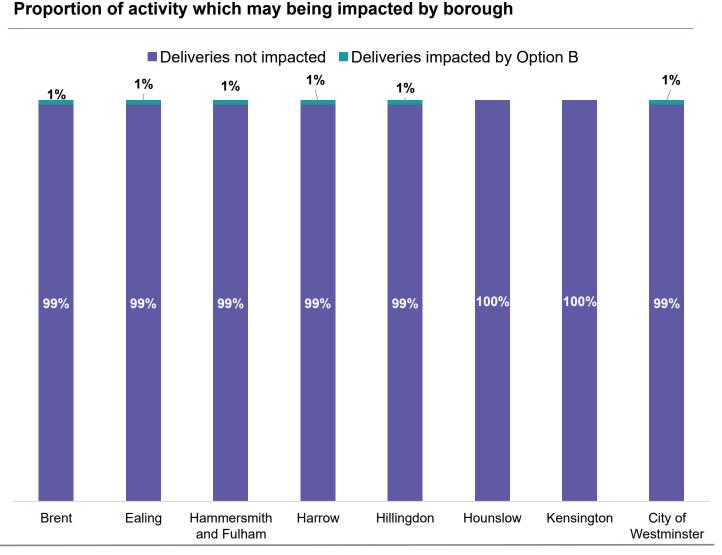
- Based on future activity modelling, in option A, 2,560 deliveries would be moved from the Royal Free Hospital to another unit. This includes units that may be outside of NCL.
- Of the 2,560, 73% (1,860) are NCL residents and the remaining 27% (700) are non-NCL residents.
- Of the non-NCL residents impacted 558 are NWL residents
- Of the NWL residents impacted 124 are Harrow residents
- Based on the modelling the impacted residents have been modelled to flow to the next nearest hospital by driving at peak times as follows:
  - Barnet: 90
  - Northwick park: 26
  - Watford General Hospital: 8



# The proposals in option B would result in 3,391 deliveries being being moved to another unit

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- Based on future activity modelling, in option B, 3,391 deliveries would be moved from the Whittington Hospital to another unit. This includes units that may be outside of NCL.
- Of the 3,391, 88% (2,978) are NCL residents and the remaining 11% (413) are non-NCL residents.
- Of the non-NCL residents impacted 39 are NWL residents
- Of the NWL residents impacted:
  - Brent: 27
  - Ealing: 2
  - Hammersmith and Fulham: 1
  - Harrow: 1
  - Hillingdon: 2
  - Westminster: 6
- The proportion of total deliveries impacted by borough is set out in the graph to the right



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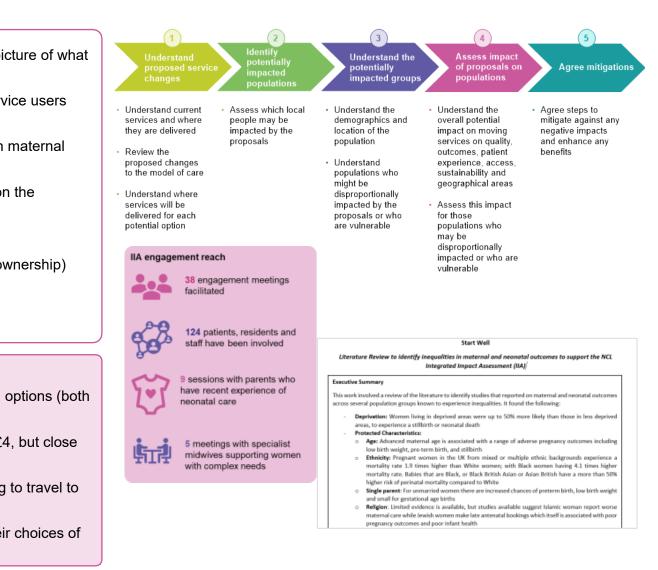
# We have built up an understanding of the impact of our proposals through our Interim Integrated Impact Assessment

Our IIA draws on multiple strands of work which has supported us to build a picture of what the impact of our proposals could be, and who may be impacted:

- 1. Our case for change took a population health approach and identified service users with characteristics who may be at risk of health inequalities
- 2. We undertook a supplementary literature Review to identify inequalities in maternal and neonatal outcomes undertaken by public health professionals
- 3. We engaged with potentially impacted groups to understand their views on the possible impact of proposals
- 4. We have undertaken extensive analysis on:
  - Accessibility (travel time, cost, parking, public transport access, car ownership)
  - Population demographics
  - Sustainability impact by looking at carbon emissions

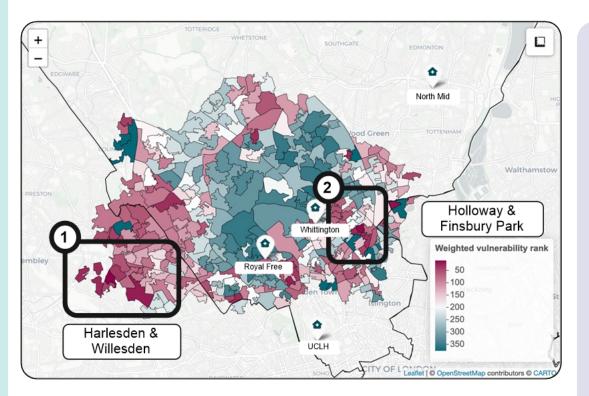
We have identified the following impacts of our proposals:

- Accessibility: relatively small average increases in travel time across both options (both by public transport and car)
- Cost of travel: additional expenses when travelling by taxi on average of £4, but close to the closing sites up to £11
- Accessing an unfamiliar hospital site: changes may mean people having to travel to and navigate around a hospital site which they are unfamiliar with
- **Understanding changes:** service users need to be able to understand their choices of maternity care and what change could mean for them





## Two specific geographical areas were identified as being more vulnerable to the impact of our proposals



Weightings were used to ranks all LSOAs from highest to lowest against a range of metrics including ethnic minorities, deprivation and poor health outcomes where 1 = worst, 400 = best. A weighted average was then developed for each LSOA and used to identify populations who may be more vulnerable to the impact of our proposals  Two geographical areas were identified as having residents who may be more vulnerable to the impact of our proposals because they face barriers to accessing services due to living in areas of deprivation and having high levels of poor general health

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- As a result of the proposals, people in Harlesden and Willesden (option A), and Holloway and Finsbury Park (option B) may need additional support to:
  - Access the hospital site if they are disabled/in poor health or are not proficient in English
  - **Travel to hospital by taxi**, if required, as it will cost an additional £4-£5 per journey
  - Access services online as they may have lower digital proficiency
  - Care for other family members as they may be a lone parent
- Black African and Black Caribbean populations are concentrated in these geographies and have poorer maternity outcomes
- Harlesden has a large proportion of Bangladeshi and Pakistani populations, who are more likely to have worse maternal health outcomes

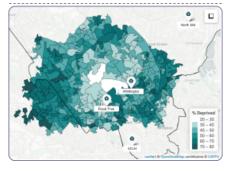
## There are a range of population groups who may be impacted if we were to implement either option A or B



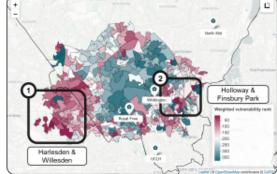
Women and people who live in deprived areas: there is a link between people living in deprivation and adverse outcomes from maternity and neonatal care. People living in these areas may be particularly impacted by increased taxi costs if either option A or B were to be implemented.

Black African (including Somali) and Black Caribbean women and people of childbearing age: there is evidence that Black African and Black Caribbean women and people may experience poorer maternity outcomes. The impact on Black African and Black Caribbean women of proposed changes may be around navigating to a potentially unfamiliar hospital site, language, additional transport costs and consideration of their wider health needs during pregnancy.

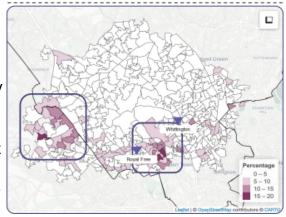
#### prived population te (%) of deprived population



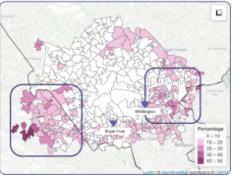
People living in geographic areas who may have vulnerabilities: we identified two neighbouring areas with a higher concentration of people who may be vulnerable to service changes. Harlesden and Willesden would be more impacted by option A and Holloway and Finsbury Park would be more impacted by option B. The reason that these areas have been identified is due to their higher concentration of people who belong to an ethnic minority, people with poorer English proficiency and areas of higher deprivation. Mitigations for these populations include a focus on continuity of care and ensuring there is integration with other local services



Asian (Bangladeshi and Pakistani) populations Proportion of Bangladeshi and Pakistani populations



Black African and Black Caribbean populations Proportion of Black African and Black Caribbean populations



**childbearing age**: there is evidence that Asian (particularly Bangladeshi and Pakistani) women and people may experience worse outcomes from maternity care. The impact for them may be around navigating to a potentially unfamiliar

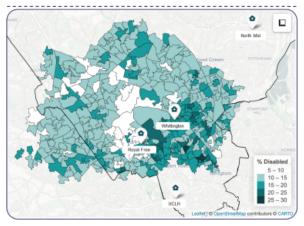
Asian women and people of

hospital site, language, additional transport costs and consideration of wider health needs given evidence of higher prevalence of conditions such as diabetes.

## There are a range of population groups who may be impacted if we were to implement either option A or B

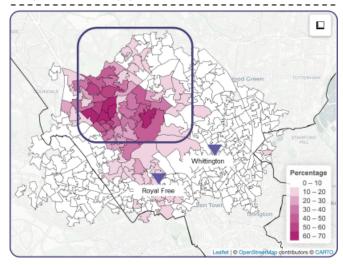


Women and people of childbearing age with disabilities (including learning disabilities): people with disabilities may be more impacted by proposed changes due to challenges navigating to an unfamiliar hospital site, taxi costs due to lower car ownership and the physical accessibility of hospital sites. People with a disability Rate (%) of people with a disability



#### Jewish Population

Proportion of Jewish populations



Women and people from the orthodox Jewish community: Orthodox Jewish people may be impacted by the proposed changes, particularly around Option A. Consideration may need to be given for the specific needs of this group around maternity care. This includes requirements around Kosher food, observance of Shabbat and the impact on travel and ability to access online or digital materials. Through engagement with service users to date, we have developed mitigations that may need to be put in place to support service users with a range of different needs should a decision be taken to implement proposals. This covers areas such as:

- · Communication and information sharing
- Travel and transport
- Ongoing engagement with communities

There are a number of other service users who have characteristics that make them potentially more impacted should we implement option A or B which our IIA identifies. This includes older and younger pregnant women and people, people with poor literacy and women and people in inclusion health groups.

We would seek as a priority to engage with all of these groups during the consultation period.



# The birthing suites at Edgware Birth Centre

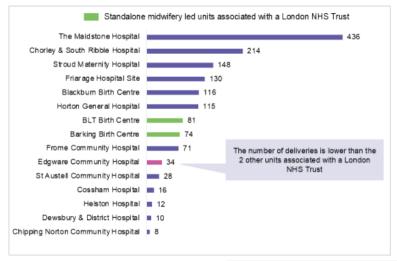
### We are also proposing closing the birthing suites at Edgware Birth Centre

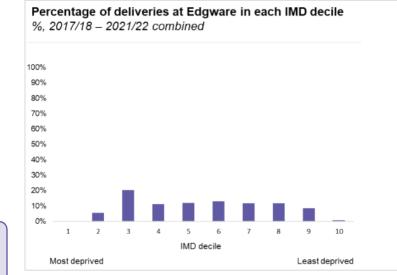


#### Case for change for Edgware Birth Centre

- Edgware Birth Centre does not provide the right type of capacity for our population, with analysis suggesting only 30% of women across NCL would be clinically appropriate to give birth there and an even smaller number of this 30% would be within close travelling distance of the unit
- Births are becoming more complex and anticipated to decline over the next 10 years, meaning it would be very difficult to increase activity numbers at the unit
- The number of births at the unit has been declining every year since 2017 and it is one of units with the smallest number of births in the country, with only 34 births in the last financial year
- We do not have the workforce to support the unit as well as our other alongside midwifery-led units which leads to short term closures of the service
- There are opportunities to use the space at the site in a more efficient way and provide antenatal and post natal services for our local population there that are more in line with their needs

We are consulting on this as a separate proposal alongside the maternity and neonatal proposals. They are not dependent on one another.







### Surgery for babies and children

There are several important clinical drivers for change in North Central London our paediatric surgical services



There is currently a lack of defined emergency surgical pathways for young children meaning that clinicians in emergency departments make multiple enquires to secure the right pathway for individual children.



**Some children are transferred up to three times before receiving emergency surgical treatment in the right setting.** From April 2020 to March 2021, 144 children and young people were transferred from an NCL provider to other hospitals for an emergency surgical procedure



Access to surgical and anaesthetic workforce to deliver care for young children is limited at local sites and scarce **nationally**, with the ability to undertake an operation often dependent on the skills of the individual staff on duty that day



There are some operations being undertaken in very low volumes at local sites which raises questions about the ability of staff to maintain their skills



There is lack of clarity on the role of Great Ormond Street Hospital in caring for local NCL children and young people requiring surgery, alongside its tertiary and quaternary work

Children are not always looked after in age-appropriate environments, or on child-only lists which does not represent a highquality patient experience



There are long waits for planned operations, particularly in ENT and Dentistry, and there are opportunities to consider how these high-volume specialties better manage demand and capacity

There were broader opportunities to improve identified through the case for change which are being addressed through other programmes of work.

Our proposals will improve quality outcomes and patient Morth Central London experience for paediatric surgical care

#### Paediatric surgery care model benefits



#### Access

Paediatric surgical care will be delivered in the appropriate setting to ensure that all patients receive the care they require as quickly as possible



#### Workforce

Make best use of paediatric surgeons and consultant paediatric anaesthetists to deliver planned and emergency surgical care to children at a fewer number of sites



#### Sustainable services

Consolidating low volume specialties and ensuring staff maintain competencies will ensure that surgical services remain sustainable



#### **Environment**

Ensure all children receive care in a child friendly environment where possible, on dedicated children's surgical lists



Surgical pathways Providing clarity on surgical pathways reduces time taken to find a bed at local units or transfer children

### **Option for consultation – paediatric surgery**



- We developed and appraised options for the location of planned and emergency surgical services for children and young people in NCL
- Following our options appraisal, there is one option for consultation for the location of the 'Centre of expertise: day case' and 'Centre of expertise: emergency and planned inpatient'

#### **Option for consultation**

GOSH

Centre of Expertise: emergency & planned inpatient

Would deliver majority of surgical care for children under 3 years and under 5 years (general surgery and urology). Would provide planned inpatient surgery for children age 1 years and over for low volume specialties. Centre of Expertise: day case

UCLH

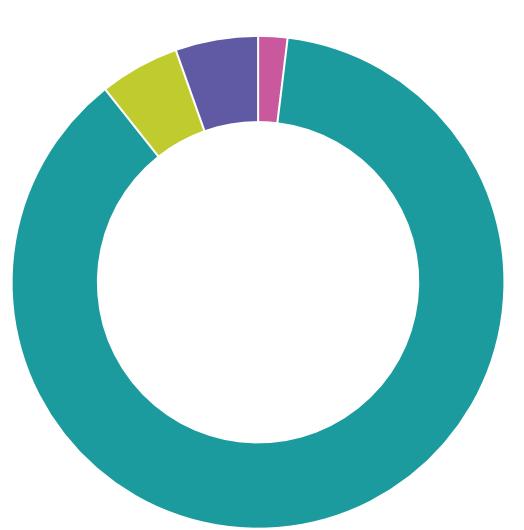
Would delivers all day case surgery for children age 1 and 2 years. Would provide day case activity for all children age 3 years and over for low volume specialties.

## The proposed care model would move less than 10% of paediatric surgical care in NCL



Centre of Expertise: Daycase – c.300 children Bringing together planned daycase activity

Centre of Expertise: Emergency & planned inpatient – c. 300 children for surgical care and c.1,000 children for surgical assessment Bringing together emergency for very young children and planned inpatient care



#### Out of area

Emergency paediatric surgical activity that would continue to be delivered outside NCL (e.g., major trauma)

### Local and specialist units

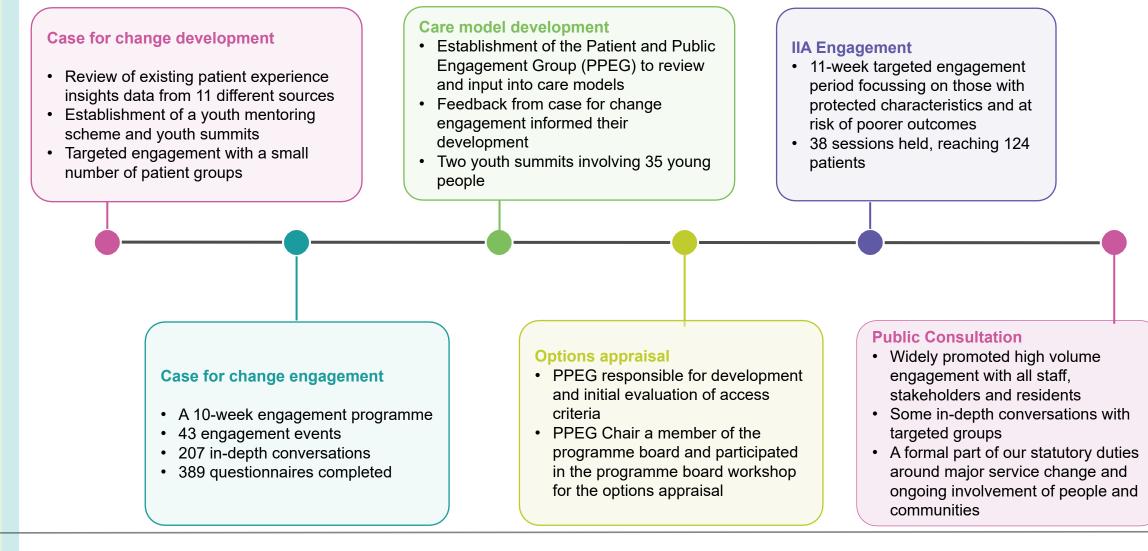
Most of the emergency and planned activity would remain at local units or at specialist units. This means that children and young people are seen at the place best suited to their needs.



### **The consultation**

The programme has benefited from substantial input from service users and local communities and public consultation will expand the reach of the engagement to date







Approval given to commence a 14-week consultation to gather views from service users, stakeholders, residents and staff, running from 11 December – 17 March 2024.

#### Development of the consultation plan

The Consultation Plan is a working document which details the purpose, scope and plan of how we will deliver this public consultation.

The consultation is being jointly run by NCL Integrated Care Board, on behalf of the Integrated Care System and its partner organisations, and NHS England as the commissioner of some specialised neonatal and surgical services.

The plan has been reviewed by our Programme Board, NHSE at a formal assurance meeting, and Healthwatch representatives. The plan will be iterative, and we will monitor progress throughout the consultation to ensure we are meeting our objectives.

The consultation will be overseen by the Start Well Programme Board, and we will provide regular updates on planning and delivery. Responses will be independently collected and analysed by an external organisation in line with best practice.

At the end of the consultation period, we will have an independently drafted report detailing the feedback received during the 14-week period.

#### Key Legal Duties

This consultation will fulfil our duty under the

- NHS Act 2006 (as amended by the Health and Social Care Act 2012 and the Health and Care Act 2022)
  - to ensure that people who use NHS services are involved in the development and consideration of proposals for change in the way services are provided and decisions about how they operate
  - to consult local authorities
  - To regard the need to reduce health inequalities in access and outcomes
  - consider the 'triple aim' with regard to the health and wellbeing of people, quality of services and efficient and sustainable use of resources
- **Equality Act 2010** (Public Sector Equality Duty) to demonstrate how we have taken account of the nine protected characteristics and given regard to:
  - Eliminate discrimination, harassment and victimisation
  - · Advance equality of opportunity
  - Foster good relations
- The Gunning Principles for a fair consultation

# Through consultation we are seeking to gather views from a diverse range of voices



We will deliver a 14-week formal public consultation, in line with best practice that complies with our legal requirements and duties. Our aims are:

- To inform stakeholders about how proposals have been developed in a clear, simple and accessible way that allows for 'intelligent consideration'
- Provide adequate time and opportunities for staff, residents and stakeholders to give their views on proposals, and the potential impacts
- Ensure a diverse range of voices are heard
- Seek alternative proposals or evidence not yet considered
- Understand the advantages and disadvantages of the proposed change and any unintended consequences
- Explore what mitigations might be used to reduce the impact of disadvantages
- Find out what matters most to patients and how this might affect implementation
- Provide analysis of responses to enable conscientious consideration before a decision is made

#### **Consultation aims**



Raise awareness of consultation with staff, patients, service users and residents and encourage to participate



Remind people that their views matter and encourage them to share feedback through direct engagement



Encourage participation from a diverse range of voices by providing adequate time and opportunities for people to respond



Focus resources on hearing from people with protected characteristics and more impacted groups



Provide staff engagement mechanisms all for health and care staff in NCL during the consultation period.



Capture stakeholder attitudes of key groups and influencers on the proposals and the consultation process

### **Consultation materials and promotion**



#### **Consultation materials**

We have developed materials that explain the proposals and rationale in a clear and accessible way.

Information is available on our website and in hard copy, with an easy read, different formats and translated versions

In line with best practice, we have commissioned an experienced independent organisation to collate and analyse responses to the consultation.

This includes a questionnaire that will cover the three components of our proposals:

- Maternity and neonatal services proposals
- Edgware birthing suites proposals
- Surgery for babies and children

We are asking for each of these elements:

- To what extent do you agree/disagree with our proposals
- What are the main disadvantages and how could we address these?
- Are there any other solutions or information we should consider?

We will promote and encourage participation in the consultation in several ways:

**P** 

**Displays:** in key locations we will promote the opportunity to respond to the consultation such as in NCL hospitals and clinics and other healthcare settings such as GP surgeries and pharmacies



**Online promotion:** social media channels, such as Facebook, Instagram, X and Linkedin, will be used to reach out to potential participants in the consultation. Branded graphics will be produced that are aligned with the look and feel of printed materials



**Partner channels:** all providers and partners such as councils will be asked to profile the consultation on their websites and through newsletters and other public facing channels and drive traffic to the NCL ICB website.



**VCSE networks:** we will provide content including information and visual materials and ask colleagues in voluntary and community sector organisations to use their channels to promote the consultation.



**Media:** We will seek to promote the consultation through earned (free) or paid-for content in local newspapers, newsletters and local radio.

# Our consultation approach includes a focus on the groups identified through our IIA



Our approach does the following:

- Build on previous engagement contacts, over 300
   VCSE organisations will be contacted to take part in the consultation
- Work with partners, including councils and VCSE organisations, ICBs in neighbouring areas
- Prioritising groups identified by the interim IIA or with protected characteristics or at greater risk of health inequality
- Targeted engagement in geographical areas where there may be particular impact drawn out in the interim IIA, including areas outside of North Central London
- Identify the best ways of reaching and engaging priority groups ie. through third parties and trusted partners
- Ensure we develop a range of opportunities for stakeholders to respond to the consultation
- Arrange any events and meetings in accessible venues and offer interpreters, translators and hearing loops where required
- Make sure there is equality monitoring of participants to ensure the views received reflect the local population

#### Resident groups we will be targeting through the consultation

- Black African (including Somali) and Black Caribbean women
- Asian women and people of childbearing age who (with a particular focus on Pakistani and Bangladeshi women)
- People living in areas of deprivation
- Orthodox Jewish women
- People with disabilities
- People living in Harlesden and Willesden
- People living in Holloway and Finsbury Park
- Older women of childbearing age (40+)
- Younger women of childbearing age (under 20)
- Women with mental health problems
- People from LGBTQ+ communities
- People who are carers
- People with poor English proficiency
- People with poor literacy
- People belonging to inclusion health groups such as people who are homeless, dependent on drugs and alcohol, asylum seekers and Gypsy, Roma and Traveller

### We will tailor our engagement techniques during the consultation period



- Broad range of techniques will be used, tailored to each audience and their level of interest.
- Opportunities online and face to face
- Working with third-party advocates (VCSE) to reach communities who may not engage directly
- Materials in accessible formats including Easy Read and translations
- Mechanisms in place to capture and analyse outputs.

#### Light engagement **Deeper engagement** Drop in Attendance at Presentation Small group Telephone / Survev Presentation Small group Interactive Interactive online event/stall: meeting: short and feedback: and feedback: discussion discussion: workshop: workshop: distributed face to face Start Well face to face Start Well agenda slot commissioned commissioned interviews on email online Team Team ╧

This type of engagement will be **promoted widely** to allow **a range of people to participate** in the consultation and give their views This type of engagement will focus on groups with protected characteristics and those identified by the IIA as potentially being more impacted to understand their views and impact of the options in a meaningful way



### **Next steps**

### **Next Steps**



Consultation input	<ul> <li>We would welcome your support and suggestions in terms of who we should reach out to and are very happy to come along to meetings and events</li> <li>Please share the opportunity to take part in the consultation with your networks</li> </ul>		
Evaluating responses to the consultation	<ul> <li>We are working with an independent partner to evaluate consultation responses.</li> <li>At our mid-way review we will assess our approach and review demographic information on responses to date.</li> <li>Following the consultation period, we will publish an evaluation of the responses, in a report produced by this independent organisation, this will include who we reached during the consultation.</li> </ul>		
After consultation	<ul> <li>Feedback will inform future decision-making, the next steps and how plans would be implemented.</li> <li>Following consultation, we expect NCL ICB Board, on behalf of NCL Integrated Care System and alongside NHS England who commission neonatal and specialist surgical services for children, after consideration of the consultation outcome, to make a decision by the end of 2024 or early 2025.</li> </ul>		