

Appendix E

Communications and Engagement Strategy Summary

Public consultation strategy

The public consultation will be for a 12-week period and will be a comprehensive process involving six public meetings across the major towns in Eastern Cheshire, South Cheshire and Vale Royal.

In addition offers will be made to attend local community meetings such as mental health forums, Age UK, Alzheimer's Society etc.

A comprehensive Equality Impact Assessment has been conducted that will guide our approach to formal consultation, ensuring that we target groups that will be directly and indirectly affected by the proposals – and that we produce information in different formats and made available in different places that are convenient and accessible for different people, including those with protected characteristics.

To enable people to understand the rationale for change and give full consideration to the options, information will be shared via a number of channels, these include:

- A public consultation booklet in plain language that clearly sets out the reasons for change and the options the public are being asked to comment on, including details of public meetings and ways to find out more information and feedback views. It will feature a freepost survey to complete and return;
- An online version of this booklet will also enable people to share their views via a simple online survey;
- Further hard copy information including posters and flyers signposting people to the public meetings and website, distributed widely in:
 - CWP services, including the Millbrook Unit where volunteers will support an information hub throughout the 12-week consultation period;
 - GP surgeries;
 - Macclesfield and Leighton general hospitals;
 - Other NHS and public sector premises, including libraries; and
 - Voluntary sector premises
- Where possible the use of messages on information screens in hospital and GP surgeries will also be utilised;
- There will be a dedicated website page to act as a hub of online information;
- We will seek to engage with local media outlets (local newspapers and radio) as well sharing information via NHS and local authority websites and social media channels;
- Dedicated staff events and drop-in sessions in Eastern Cheshire, South Cheshire and Vale Royal will continue during the formal consultation period;
- All CWP members and staff in Eastern Cheshire, South Cheshire and Vale Royal will be invited to give their views;
- A dedicated phone number will be available throughout the 12 week period for people with any queries about public meetings or getting copies of the consultation document; and
- In addition, the Patient Advice and Liaison Service at commissioners and CWP will support service users and carers with specific concerns raised as a result of the consultation during this time.

We will engage an independent organisation to receive feedback and conduct analysis of findings in order for the partnership to fully consider views put forward, before making a decision on next steps.

Any personal details provided will be treated in accordance with the Data Protection Act and will not be used for any other purpose. We will also establish robust methods of recording stakeholder comment directed at partners during this period, to ensure we can channel all feedback into the final report.

Reporting and decision-making

The independent analysis of feedback on the consultation will be reviewed by a range of organisations before any decisions are made on the way forwards:

- CWP's Trust Board;
- Eastern Cheshire CCG's Governing Body;
- South Cheshire and Vale Royal CCG's Governing Body;
- Cheshire East Council's Adult Health and Social Care Overview and Scrutiny Committee; and
- NHS England's Assurance Process.

The partners are committed to communicating the outcome of the consultation and what will happen next and ensure the continued involvement of service users, carers, staff and partners during implementation of any changes.