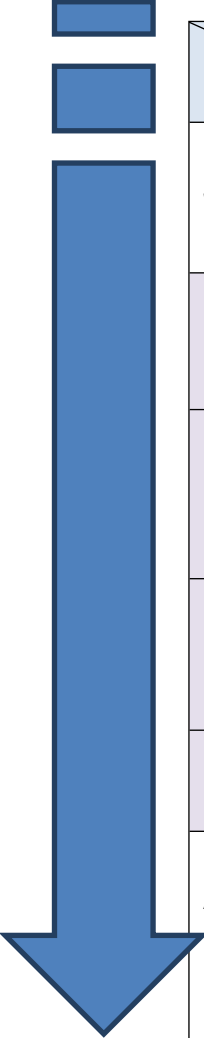


Appendix 1 - Consultation plan and stakeholder framework



Audience Month	Staff	Patients and carers	Health partners	Community	Influencers	Representatives
January	Prepare for the consultation; develop necessary documents, collate contact details; plan and book appropriate meetings and events as per stakeholder activities in Appendix 2.					
Proposed start of the consultation: Monday 2nd February 2015 Uploading the consultation document on the Thurrock CCG's website along with the feedback questionnaire						
February	<i>Communications and engagement activities as detailed below</i>					
March	<i>Communications and engagement activities as detailed below</i>					
Proposed close of the consultation: Tuesday 24th March 2015						
April	<i>Purdah</i>					

Audience	Communication objectives	Communication activities	Timescale	Who
<p>1. NHS staff, internal stakeholders e.g:</p> <p>Includes:</p> <ul style="list-style-type: none"> • College Health group • Thurrock Walk-in Service • Thurrock CCG • North East London Foundation Trust staff • SEPT staff • BUHT staff • EEAST staff • Care UK staff • GPs • GP practice managers and staff • SEEDs • Other Clinical Commissioning Groups • Community pharmacists • Other staff working at the same location • NEL CSU 	<ul style="list-style-type: none"> • to develop NHS staff as potential ambassadors and drivers for change • to ensure awareness of the aims of the consultation • to ask staff their views in order to inform our understanding and to improve and develop the proposals • to enable staff to understand the impact of any proposals on their roles or professional groups, and what it means for them – and help allay any fears about their jobs and future careers 	<ul style="list-style-type: none"> • Develop proposals in partnership • Draft letters/emails to keep informed • Emails and links to consultation website • Make formal proposal document available • Produce information for staff briefings and articles in stakeholders newsletters • Communicate to all following decision 	<p>Ongoing</p> <p>Start of consultation and throughout consultation</p> <p>As above</p> <p>As above</p> <p>End of consultation</p>	<p>Comms/ Prog office</p> <p>Comms</p> <p>Comms</p> <p>Comms</p> <p>Comms / GPs</p> <p>Comms/Prog office</p>

Audience	Communication objectives	Communication activities	Timescale	Who
<p>2. Patients/carers</p> <p>Includes:</p> <ul style="list-style-type: none"> patients/carers with experience of walk-in services patients using the location to access other services (e.g. GP patients) people with a long-term conditions people with mental health problems or dementia PALS and Friends patient groups carers of patients 	<ul style="list-style-type: none"> to ensure awareness of the aims of the consultation and ask people to respond to the consultation to explain the benefits and issues around quality, equalities, travel, patient pathways to be open and create understanding to provide reassurance of the NHS commitment to clinical quality and patient care to encourage informed debate to understand the needs of patients to help prevent ill health and improve the health of residents 	<ul style="list-style-type: none"> Develop proposals in partnership Draft letters/emails to keep informed Emails and links to consultation website make formal proposal document available Public drop-in event for Thurrock-based patients and carers Media releases Leaflet door drop Newspaper advertising Communicate to all following decision 	<p>Ongoing</p> <p>Start of consultation and throughout consultation</p> <p>As above</p> <p>As above</p> <p>As above</p> <p>As above</p> <p>As above</p> <p>As above</p> <p>End consultation</p>	<p>Comms/Prog Office</p> <p>Comms</p> <p>Comms</p> <p>Comms</p> <p>Comms / GPs and Programme office</p> <p>Comms /Prog office</p>

Audience	Communication objectives	Communication activities	Timescale	Who
<p>3. Health and related partners</p> <p>Includes:</p> <ul style="list-style-type: none"> • Dept of Health; NHS England; other CCGs – in particular Basildon and Brentwood • Health and Wellbeing Board • Thurrock Council • London Ambulance Service • local partnerships; groups/boards • private providers • Voluntary groups – especially associated with the locations 	<ul style="list-style-type: none"> • as section 2, plus: • to ensure any impacts on health partners are fully explored • to utilise specialist knowledge of issues and opportunities • to ensure synergy with partners' developments and announcements 	<ul style="list-style-type: none"> • Develop proposals in partnership • Draft letters/emails to keep informed • produce information for staff briefings and articles in stakeholders newsletters • emails and links to consultation website • encourage local organisations to create and publicise a link from their website home page to website and include information in their publications • Communicate to all following decision 	<p>Ongoing</p> <p>Start of consultation and throughout consultation</p> <p>As above</p> <p>End consultation</p>	<p>Comms/Prog office</p> <p>Comms</p> <p>Comms</p> <p>Comms /Prog office</p>

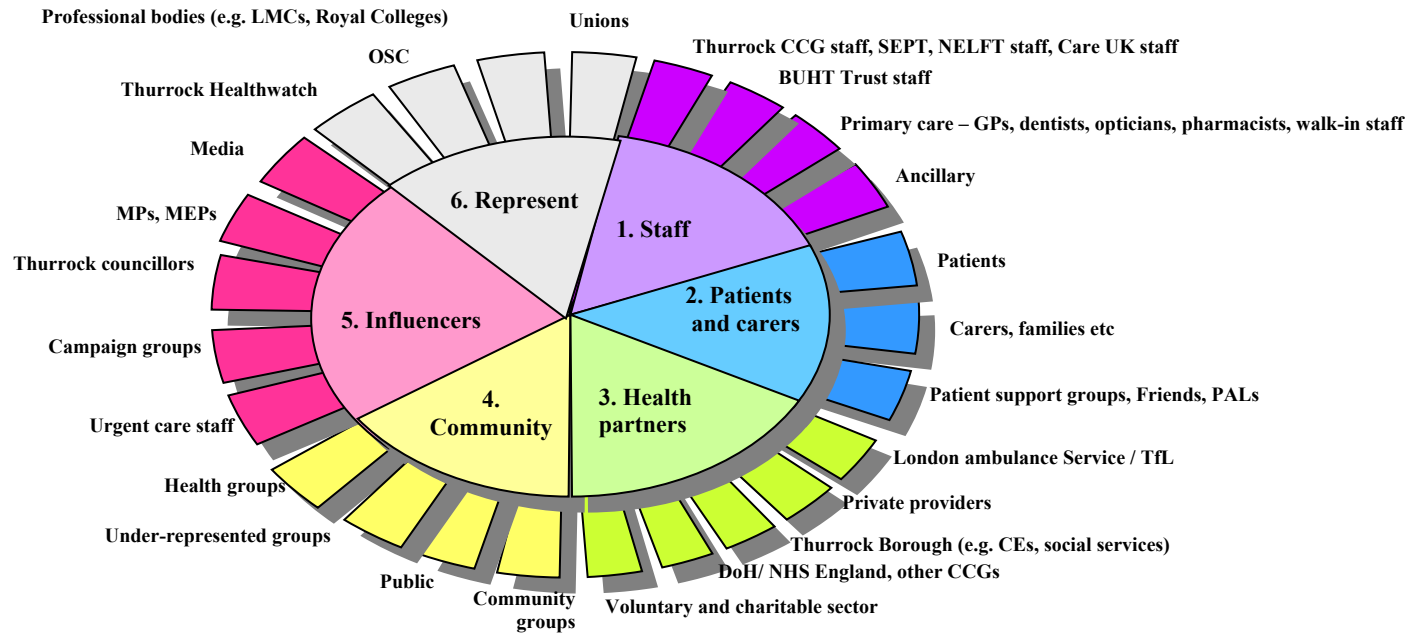
Audience	Communication objectives	Communication activities	Timescale	Who
<p>4. Community</p> <ul style="list-style-type: none"> • public • community groups e.g. schools, faith communities and leaders, residents associations, • traditionally excluded groups • health groups 	<ul style="list-style-type: none"> • as section 2, plus: • to build trust in the Trust and the NHS as effective caretakers of the health of local population • for the community to understand how the NHS works and the services on offer • to understand the needs of residents 	<ul style="list-style-type: none"> • develop proposals in partnership • Draft letters/emails to keep informed • emails and links to consultation website • make formal proposal document available media releases • Leaflet door drop • Newspaper advertising • Communicate to all following decision 	<p>Ongoing</p> <p>Start of consultation and throughout consultation</p> <p>As above</p> <p>Throughout consultation</p> <p>Start and end of consultation</p> <p>End of consultation</p>	<p>Comms/ Prog office</p> <p>Comms</p> <p>Comms</p> <p>Comms/ GPs and Prog office</p> <p>Comms</p> <p>Comms/ Prog office</p>

Audience	Communication objectives	Communication activities	Timescale	Who
5. Influencers <ul style="list-style-type: none"> • MPs • Media • Councillors 	<ul style="list-style-type: none"> • as section 2, plus: • to listen to their views • to facilitate influencers in providing reliable information to constituents 	<ul style="list-style-type: none"> • develop proposals in partnership • Draft letters/emails to keep informed • distribute copies of proposals, but face-to-face meetings are key for this audience: one-to-one meetings or roundtable discussions • media releases • press advertisements • Communicate to all following decision 	<p>Ongoing</p> <p>Start of consultation and throughout consultation</p> <p>Start and end of consultation</p> <p>Start and end of consultation</p> <p>End of consultation</p>	<p>Comms/Prog office</p> <p>Comms</p> <p>Comms</p> <p>Comms</p> <p>Comms</p> <p>Comms /Prog office</p>

Audience	Communication objectives	Communication activities	Timescale	Who
<p>6. Representatives</p> <ul style="list-style-type: none"> • HOSCs • Local Medical Committees • Thurrock Healthwatch • Unions • professional bodies / royal colleges 	<ul style="list-style-type: none"> • as section 2, plus: • to provide information as required under the NHS Act (OSCs) • receive independent endorsement for proposals and thereby reassure relevant audiences • to receive critical challenge and objective examination 	<ul style="list-style-type: none"> • develop proposals in partnership where appropriate • distribute proposals, but face-to-face meetings are key for this audience • presentations • respond to OSC/ submission • Communicate to all following decision 	<p>Ongoing</p> <p>Start of consultation and throughout consultation</p> <p>Ongoing</p> <p>TBA</p> <p>Start and end of consultation</p>	<p>Comms/Prog office</p> <p>Comms</p> <p>Programme office</p> <p>Comms/Prog office</p> <p>Comms/Prog office</p>

Stakeholder framework

This stakeholder framework details the communications and engagement responsibilities of Thurrock CCG. It is based on the understanding that staff work in collaboration to avoid duplication of effort; and to ensure the most effective use of professional resources.



KEY:	
1.	Staff - Purple
2.	Patients / Carers - Blue
3.	Health Partners – Green
4.	Community - Yellow
5.	Influencers – Pink
6.	Represents - Grey