

The Future of Local Health Services: North Staffordshire and Stoke-on- Trent Consultation Analysis Plan

Client: North Staffordshire CCG and Stoke-on-Trent CCG
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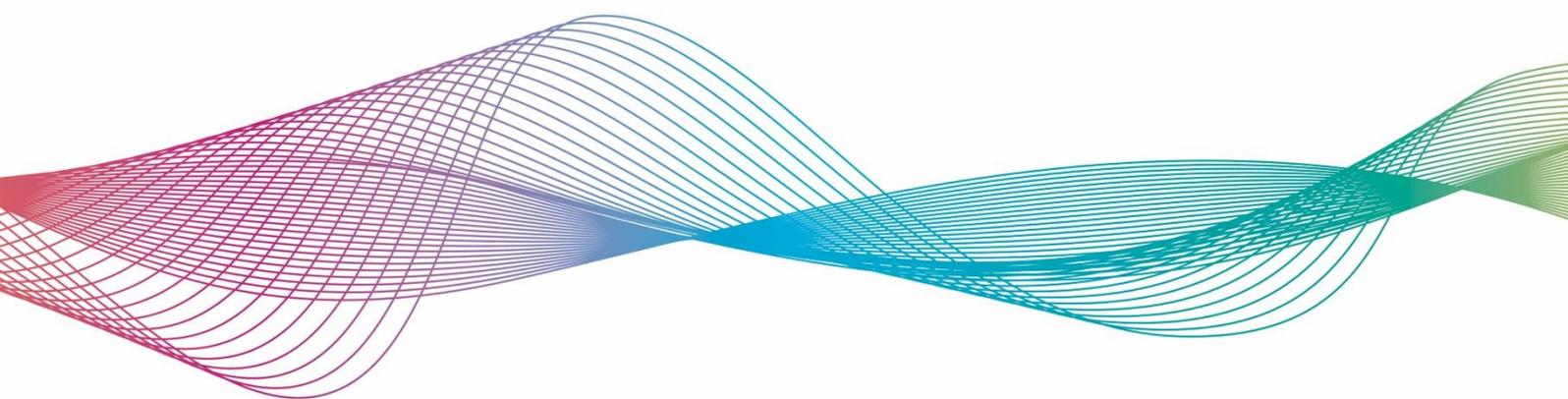


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Aims and main deliverables

Aims

- Consultation support services for the North Staffordshire and Stoke-on-Trent CCG's future of local health services consultation.

Main deliverables

- Uploading and hosting of the consultation survey and preparation of IG statement.
- Design of consultation document with a tear-off consultation survey.
- Analysis, including open response coding and tabulation of all consultation survey questions (28 questions including 7 open questions).
- Collation, reading, coding of 20 correspondence items received (i.e. letters and emails).
- Production of a final report of findings including feedback from the consultation survey and correspondence and also including introduction, background and engagement methodology.
- Attendance at weekly consultation project meeting and arranging and attending a mid-point review meeting and post consultation review meeting.

Consultation services – main elements

Consultation survey: uploading, testing and hosting and IG statement preparation

- The Engagement, Involvement and Insight specialists will read the PCBC document and upload, host and internally test the survey ready for online launch.
- Once the online survey is ready to go 'live' a URL link will be available to embed and post on social media to promote the survey.
- Appropriate privacy impact assessment will be completed and the questionnaire will have information governance statements in place, to meet GDPR 2018 requirements.
- A reporting link will be available throughout the consultation period to continually review responses to the survey in real time.

Designing consultation document

- Upon receipt of the consultation document content, our in-house Campaigns, Creative & Digital team will work with you to identify your preferences around the look and feel of the consultation document.
- Once identified, our designers within the team will use the foundations of your preferences to design an engaging public facing consultation document.
- They will also use these guidelines to develop a 'tear-off' paper version of the survey which will sit at the back of the consultation document.

Please note

- This proposal assumes the designed consultation document will be no more than 40 pages in length, 32 pages providing information around the consultation and 8 pages for the tear-off paper survey.
- We have allocated 40 hours of design time to produce the consultation document and tear-off paper survey. If any further time is required, we will ask you to confirm you are happy for us to proceed before continuing.
- The allocated design time encompasses the time to create an initial draft of the consultation document and tear-off survey, followed by two sets of amendments. Any further rounds of amendments will then incur additional charge.

Consultation survey data entry, processing and analysis

- Open questions (qualitative responses) will be read and coded. Every response from every question will be read and coded against a coding frame of key themes. The coding frame will be developed from the responses received (and not predetermined) so that no theme is hidden or not considered.
- During the coding of open questions exemplar quotations will be identified for insertion into the consultation report of findings.
- All questions will be tabulated against the 9 protected characteristics and by geography (using postcode data supplied).
- Scope has been provided to read and code up to 1,750 open responses from questions within the questionnaire. This has been calculated based on submission of 500 surveys and assuming the completion of half of the 7 open questions on average per survey.

Correspondence: logging, reading, analysing and reporting

- Scope has been provided to receive and manage 20 items of correspondence.
- Over 20 items will be charged per item of correspondence received (see costs for further details).
- We expect these to be in the form of letters and emails from all stakeholders.
- In addition, a weekly analysis of social media provided by the CCGs' 'The Buzz' will be included in the analysis
- Time has been provided to receive and log each item.
- Each item will be read and coded using the coding frames developed to analyse the open questions in the main survey.
- Appropriate quotations will also be identified for use in the consultation report of findings.

Consultation report of findings

- The consultation report of findings will be structured to reflect the scale of the consultation, including identification of the key stakeholders (see example of the report structure). This report will;
 - Contain charts and graphs summarising the responses to the questions.
 - Highlight key differences between sub-groups (please note: these will not be significance tested).

- Contain quotes for key themes to bring the essence of what was being said to life.
- The report will 20 – 30 pages, followed by the appendices
- This can be produced using your standard reporting template or ours.

Deliverables

Consultation report

- Introduction and background
- Engagement methodology
- Profile of respondents
- Feedback from the online survey
- Feedback from the correspondence
- Appendices

End of consultation review

Consultation meetings

- Time has been provided for the following meetings:
- **A mid-point review.** We will structure, arrange and attend a mid-point review meeting. Appropriate material will be provided to review the promotion and engagement with the consultation.
- **An end of consultation review meeting.** We will structure, arrange and attend an end of consultation review meeting. Focus will be on ensuring that all stakeholders have been engaged, discuss any consultation governance queries and how to address these and the next steps to the production of the consultation report of findings.
- **Attendance at a weekly consultation catch-up teleconference.** We can use this time to provide advice and guidance during the consultation. We have provided time to attend two meetings either side of the consultation period.

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**Get to know us or
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