

## Reconfiguration of Breast Services in Halton, Knowsley, St Helen’s and Warrington – Phase 2 (final element)

### Relocation of Breast Screening Service from Kendrick Wing, Warrington Hospital to Bath Street Health and Wellbeing Centre

### Communications Plan – Phase 2

Item	Elements/Notes
<b>Summary/ Background</b>	
<b>1.1</b>	<p>This document is an adjunct to the Reconfiguration of Breast Screening, Assessment and Symptomatic Services Public Consultation which concluded in June 2021 and relates only to the second and final phase (Relocation of Screening Services from Kendrick Wing, Warrington Hospital to Bath Street, Warrington) of the overall reconfiguration programme.</p> <p>The public consultation detail and outcomes report is available at this link:  <a href="https://whh.nhs.uk/about-us/membership-and-engagement/breast-service-consultation">https://whh.nhs.uk/about-us/membership-and-engagement/breast-service-consultation</a></p>
<b>1.2</b>	<p><b>Summary and outline of existing service</b></p> <p>WHHNHS is the lead provider for the Warrington, Halton, St. Helens and Knowsley Breast Screening and assessment Service (WHSKBSS) which is commissioned by NHS England Specialist Commissioning. The symptomatic service is commissioned by the relevant borough commissioners.</p> <p>WHSKBSS provides routine breast screening, diagnostic and onward referral services to a population of approximately 92,000 from across the four boroughs. Breast Screening is offered to all women aged 50 - 70 (up to their 71st birthday), in line with national programme/guidance where screening is conducted once every three years. Patients over the age of 70 able to self-refer for screening.</p> <p>For clarity, <b>Breast Screening</b> refers to the periodic mammograms offered as part of the national programme to identify and treat breast cancers earlier.</p>
<b>1.3</b>	<p>Following an extensive engagement and consultation process between February and June 2021, a comprehensive examination and analysis of the engagement results and rigorous service design and governance oversight, the breast assessment and</p>

	<p>symptomatic service was relocated from Kendrick Wing Warrington Hospital to a new Breast Centre at CSTM Halton Hospital.</p> <p>The new Breast Centre at CSTM Halton Hospital opened in August 2021, with some breast screening services remaining at Kendrick Wing, Warrington Hospital.</p>
<b>1.4</b>	<p>During the overall breast screening service analysis and assessment - as part of the proposed change in service offering - numerous issues arising from the existing offer at Kendrick Wing were identified – chiefly an aging estate constraining improvement or refurbishment and persistently unreliable elevator access to the first-floor screening centre.</p> <p>For these reasons, it was decided that the breast screening services would move from Kendrick Wing to Bath Street, subject to approval.</p> <p>However, to ensure continuity of the breast screening service during the development of the new centre at CSTM Halton Hospital and the implementation of the new service offering, Kendrick Wing remained fully operation in situ. Now that the new centre is fully operational and service users have become familiar with the offering, it is proposed that the small screening service remaining at Kendrick Wing be consolidated with the existing service at Bath Street, Warrington, circa 1m away from the hospital.</p>
<b>1.5</b>	<p>As the services described will move location, ie from the hospital to a nearby health and wellbeing hub, public consultation is required.</p> <p>To gather views on the relocation of the service from Kendrick Wing to Bath Street, the following consultation plan will be deployed; findings from the consultation will subsequently inform the transition of services.</p>

## 2. Aims & objectives

	<p><b>Aim:</b> To inform and consult with patients, carers, staff, general public, and stakeholders of the Trust’s plan to relocate the existing breast screening service at Kendrick Wing Warrington Hospital to Bath Street health and wellbeing centre in Warrington.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>2.1 To inform and involve current and new patients of the breast screening service of the proposals and seek their input and views</li> <li>2.2 To ensure that WHH staff are informed and involved in the proposed relocation of services</li> <li>2.3 To ensure the local population is made aware of the proposals and provided with multiple platforms to engage and participate</li> <li>2.4 To ensure the local population is able to make alternative recommendations and suggestions relating to the proposed relocation of services</li> <li>2.5 To ensure any emerging issues and themes are taken into account and any potential mitigating actions are considered</li> </ol>
--	---

	2.6 To gather views from all groups – ensuring particular attention to those with hearing and visual impairment and those that are hard to reach - to support development of a final consultation plan
<b>3. Key Messages</b>	
<b>3.1</b>	<p>The WHH Breast Screening Service has successfully completed a major reconfiguration of its service provision and location in August 2021 (phase 1).</p> <p>The final element of this reconfiguration is the potential consolidation of the breast screening service currently offered at Kendrick Wing, Warrington Hospital with the existing screening service at the Health and Wellbeing hub at Bath Street, Warrington.</p> <p>The consolidation with Bath Street will alleviate the restrictions placed on the existing service in Kendrick Wing due to the constraints of an ageing hospital estate and help improve access for patients and service users who previously have had to cope with problematic parking and a persistently unreliable elevator to the first floor service.</p> <p>The overall consolidation plan is designed to support and increase access to breast screening services at a more convenient and accessible location.</p>
<b>3.4</b>	Current staff will relocate with their service, there is no intention to decrease staffing levels and no member of staff will be disadvantaged by this relocation. The breast screening administration service will not relocate.
<b>3.5</b>	The vacated service space at Warrington Hospital will be reallocated for non-patient services.
<b>3.6</b>	The new breast screening location is circa 1mile from the existing Kendrick Wing site and has easily accessible car parking spaces and close access to the public transport interchange in Warrington town centre.

#### 4. Engagement and Consultation plan(s)

Equality Impact Assessment	For service users
Information and engagement document	Include response mechanism
Information and engagement poster	Include response mechanism
FAQs	Add to these during engagement
Development of Easy Read, Additional Language and other format materials	On request
Promotion of the proposed plans for input	hosted across all partner websites
Media release and social media	Promotion by all partners
MP and other stakeholder brief	Issued by Communications
Briefing for advocacy groups	Issued by Communications

5. Stakeholder Groups	Materials/Communications format	Timeline	Status
Patients/Carers/General Public/Advocates	1. Posters 2. Website 3. Social Media 4. Media release		
Trust staff and staff side	1. Team Brief 2. Extranet 3. The Week		
Board/Governors	1. Board brief – Strategy update 2. Governors briefing note and FAQs		
Commissioners/GPs	1. Briefing note for CCGs		
Other stakeholders	1. Partners – briefing note 2. Advocates – briefing note		
MPs x 4	1. Briefing note		
Health Watch Warrington and Halton	1. Briefing note		
Media	1. Press Statement, Editors' notes, FAQs 2. Social media		
PALS/Complaints	1. Briefing for Pals/complaints		

## 6. Timeline

Task	Date	Task Lead	RAG
Report to Warrington Borough Council's Health Scrutiny Committee	4/11/20	WHH	
Communications Plan	15/11/21	Comms	
Suite of communications materials as described	29/11/21	Comms	
Slides for Team Brief	March 22	Strategy team	
Consultation commences	25/04/22	Services/ Strategy team	

	6 working weeks		
Write up consultation outcomes	08/06/22 to 17/06/22	Comms	
Consultation outcomes Report to WHH Execs and Trust Board, NHS Halton and NHS Warrington CCG Quality Committee, NHS England Specialist Commissioning,	17/06/22		
Consultation outcomes shared at WBC Health Scrutiny Committee	TBC  (Papers in advance)		
Publish consultation outcomes on Trust website	TBC	Comms	
Relocate screening service from Kendrick Wing to Bath Street	TBC		

<b>7 Risks and Mitigations</b>	
<ul style="list-style-type: none"> <li>Negative publicity</li> <li>Reputational harm</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive communications plan in place</li> <li>PALs/Complaints team fully briefed</li> <li>Website services update</li> </ul>
<ul style="list-style-type: none"> <li>Situation becomes politicised – loss of services from the hospital</li> </ul>	<ul style="list-style-type: none"> <li>MP briefing note and FAQs</li> <li>LA leaders (Warr and Halton) briefing note and FAQs</li> </ul>