

The Hillingdon Hospitals NHS Foundation Trust

Skin Centre Project

Statement of Community involvement in support
of the Planning Application for the Proposed Skin
Centre at Mount Vernon Hospital

February 2017

Version: 1

Status: Final

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1.0 Introduction

Introduction

This report describes the consultation exercise that has been undertaken and the feedback that has been received.

Objectives/ purpose:

The Hillingdon Hospitals NHS Foundation Trust is proposing to build a new skin centre at its Mount Vernon Hospital site with the aim of improving and expanding the skin services it provides to Hillingdon patients. The Trust is undertaking a programme of communications and consultation to seek the views of local people on its proposal.

The aim is to specifically:

- (i) raise public and staff awareness of the proposal to improve services for patients through the provision of a purpose-built centre
- (ii) Invite engagement and feedback from local people on the proposal.

Key messages:

- The Trust is planning to create a new purpose-built skin centre at Mount Vernon Hospital and is inviting residents and patients to tell it what they think about the plan.
- The proposal would consolidate the majority of the Trust's skin services in one place and improve the overall service for patients.
- The service currently operates from nine scattered locations across both main hospitals and three outreach community clinics providing a fragmented skin service for patients.
- The consolidation of services in one specialist building would streamline services for patients in one centre of excellence and speed up treatment.
- The new centre would improve the clinical facilities, enable greater training opportunities for medical staff and provide greater convenience for patients receiving cancer services delivered by East and North Hertfordshire Trust at Mount Vernon.
- The planning application will be considered by Hillingdon Council in the New Year.

2.0 The Trust – communication policy and strategy

The Trust is governed by a number of National NHS frameworks, codes of practice and policies regarding how the Trust can and should communicate these include:

NHS Patient in partnership policy
Health and Social Care Information Centre (hscic) Information Governance Assurance Framework
HSCIC DoH Toolkit
NHS Operating Framework
NHS Caldicott Principles
Confidentiality: NHS Code of Practice
Information Security: NHS Code of Practice
Records Management: NHS Code of Practice
Care Quality Commission
NHS Litigation Authority

The Hillingdon Hospitals - NHS Foundation Trust has developed a Trust purpose statement and strategic priority for 2017, which has patient involvement at the centre:

The Trust Purpose statement for 2017:

"To provide high quality, safe and compassionate care, improving the health and wellbeing of the people that we serve"

The Trust strategic priority for 2017:

"To create a patient centred organisation to deliver improvements in patient experience and the quality of care we provide".

The Trust has local policies for communications, this policy is designed to ensure that the trust is proactive in managing its reputation via all available communication channels, that it has a consistent approach to its relationship with the media and that it maintains a clear overview of how the work of Hillingdon is being reported.

All trust media relations must be managed by the communications team; media experts who provide communications advice and support to staff throughout the trust. The team also work with communications colleagues across London in the interests of the local NHS as a whole. In addition the communications team is responsible for ensuring that staff and patient confidentiality is maintained when liaising with the media and that patients, staff and visitors are protected from unwanted media intrusion.

The communications team also maintains strong working relationships with local media, strategic health authorities, emerging clinical commissioning groups and the Department of Health.

3.0 Action Plan for communication and consultation

Below is a table detailing the communication action plan for the skin centre which identifies the circulation volumes for each activity.

Date	Activity/ Purpose	Circulation/Audience
December 2016		
19 December	News release sent to all local newspapers and online news outlets	General public/ Hillingdon residents and patients
20 December	Trust tweet inviting comments from the public	General public
20 December	Article in staff General Bulletin outlining proposal and process	All 3,300 Trust staff
20 December	Notification included on all patient letters including current cancer patients and GP cancer referrals	Patients and carers
20 December	Article on Trust website inviting comments	General public, patients and carers
20 December	Article on Trust staff intranet	Trust staff
22 December	Information banner placed at both Hillingdon Hospital and Mount Vernon main reception areas outlining proposal and inviting comments	Patients and carers
January 2017		
12 January	Information included in presentation to Hillingdon Health Scrutiny panel	Health Scrutiny panel members and public
10 January	Trust tweet inviting comments	General public
10 January	Summary info about proposal provided to Hillingdon Clinical Commissioning Group and Brent and Harrow CCG	HCCG and local GPs

26 January	Agenda item at Trust People in Partnership meeting at Mount Vernon Hospital	Governors and General public
February 2017		
6 February	Article in The Pulse (Trust's quarterly magazine for the general public and circulated to Trust members) advising of the proposal	General public/ patients in Hillingdon

4.0 Communication Programme

The Trust communication programme has been identified below:-

	Communication media	Circulation	Extract	Response
1	Hillingdon Hospital external web site Statement on planning application Date completed: 20 December 2016	General public	Appendix A	
2	Hillingdon Hospital internal website (intranet) Date completed: 20 December 2016	All 3,300 Trust staff	Appendix C	Support see Appendix D
3	Hillingdon Hospitals internal newsletter Date completed: 22 December 2016	All 3,300 Trust staff		Support see Appendix F
4	Press release Date completed: 20 December	To all local print and on-line publications/ newspapers		
5	Trust tweet on proposal Date completed: 20 December	General public		
5	Banner at Mount Vernon site main entrance building Date completed: 20 December	Public, patients and visitors		
6	Banner at Hillingdon site main entrance building Date completed: 20 December	Public, patients and visitors		
7	Notification included on all patient letters Date completed: 20 December	All patients including existing cancer patients and GP cancer referrals		
8	Stakeholder meeting on the Mount Vernon site Date completed: 26 January	General public		
9	Included in presentation to Health Scrutiny Committee Date completed: 10 th January	Panel members and general public		
10	Summary of proposal sent to Hillingdon CCG Date completed: 10 January	Hillingdon GPs		

5.0 Response to the Communications

There has been an over whelming positive response to the proposal. This has been received from verbal feedback from patient's visitors and staff at presentations, patient groups and staff events. The Trust has been received two written emails on from the active community group based at Mount Vernon Hospital, the community voice Chairman Mrs Joan Davis. The second email is in response to the article on the Trust Web site informing patients of the proposal.

6.0 Conclusion

The Trust has undertaken an extensive consultation exercise to advise patients, staff, visitors and the general public of the proposal to construct a new skin care centre at Mount Vernon Hospital.

A communication plans has been drawn up and has been followed. A wide range of media has been used to inform all section of the community. The Feedback for this consultation exercise has been over whelming positive.

Patients and staff who currently use this unsatisfactory accommodation at Hillingdon Hospital and Mount Vernon have been particularly supportive.

Appendix A – External Web Page



Views sought on Mount Vernon skin centre proposal

Date published: 20 December, 2016

The Hillingdon Hospitals NHS Foundation Trust is planning to create a new purpose-built skin centre at Mount Vernon Hospital and is inviting residents and patients to tell it what they think.

The new centre will provide a specialist hub for most common skin treatments including those for skin cancer and maxillofacial surgery.

The demand for these services has increased significantly in the last five years and, up to now, the Trust has had to expand services by squeezing them into a variety of locations across both its hospital sites in Hillingdon and Mount Vernon. This new proposal would consolidate the great majority of the Trust's skin services in one dedicated building and improve the overall service for patients.

Being part of the wider Dermatology and Allergy service, last year the services handled 22,200 outpatient appointments and 1,430 day case surgical appointments - a 75 per cent and 418 per cent respective increase in demand since 2010.

The service currently operates from nine scattered locations across both main hospitals and three outreach community clinics providing a fragmented skin service for patients who often have to travel between those various locations.

The consolidation of services in one specialist building would: streamline services for patients in one centre of excellence; speed up treatment and diagnosis; improve the clinical facilities and enable greater training opportunities for medical staff. It would also provide greater convenience for patients also receiving cancer services delivered by East and North Hertfordshire Trust at Mount Vernon.

The planning application will be considered by Hillingdon Council in the New Year.

Comments should be sent via email to:

THH.capitalprojects@nhs.net or by post to: **The Hillingdon Hospitals NHS Foundation Trust, Skin Centre Consultation, Estates and Facilities Department, Hillingdon Hospital, Pield Heath Road, Uxbridge UB8 3NN.**

Contact the press office

Our press office deals with media requests and produces the Trust magazine 'The Pulse' and our [Annual Report](#). We always protect the privacy of patients and staff and ensure information is accurate and consistent.

Appendix B – Internal Staff communication

IF YOU WOULD LIKE anything included in the next issue of the monthly Bulletin please email communications@hillingdon.nhs.uk these must be approved by a line manager in advance!

General Information Bulletin

22 December 2016



Bake-Off brings generous donation to the charity

The Great Christmas Bake-Off competition took place this week, with tasty cakes up for grabs in aid of raising money for the Hillingdon Hospitals Charity.

A big thank you goes to Simon Orr, ADO of Surgery and Anaesthetics, who bought the cakes for £100 and promptly passed them on to some of our nurses.

Well done to Rebecca Pook and Sandra Ross of the Dietetics department for their holly leaf motif, Malteser-topped creation, and Kasla Kruczala of the Infection Control Team for her splendid chocolate and butter cream cake with gingerbread people, topped with Rudolf!

Chief Executive Staff Briefings

Slides are now available online for the recent Chief Executive Staff Briefing for December, including a round-up of the year's main events. Click here to view the slides of all recent briefings: <http://intranet/index.php/chief-executive-s-section>



The Hillingdon Hospitals **NHS**
NHS Foundation Trust

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General Information

Bulletin



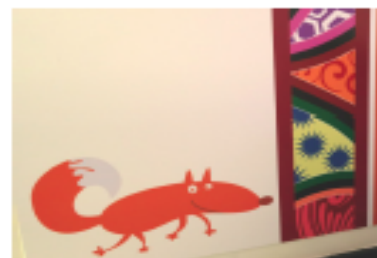
than 100 carefully wrapped presents for children of all ages. Everything had been donated by friends, contacts and parents of other pupils at her children's schools, thanks to Babs's power of persuasion. Volunteers then spent hours wrapping the whole lot.

Generous Babs, who began her mammoth effort in 2014 and also supports Northwick Park Hospital, plus local charities and Christmas toy appeals, said: "People have been amazing. I just wanted to give a little bit back and say 'thank you' for all the fantastic work you do."

[Animal magic brightens up children's ward](#)

Peter Pan children's ward now has a bright and welcoming collection of art on its walls.

Artist Georgia Burt has created a set of animal-themed murals, plus wipe-clean door plaques for recording patient information.



[Views sought on Mount Vernon skin centre proposal](#)

The Trust is planning to create a new purpose-built skin centre at Mount Vernon Hospital and is inviting residents and patients to tell it what they think.

The proposed new centre would provide a specialist hub for the majority of common skin treatments including those for skin cancer and maxillofacial surgery.

The consolidation of services in one specialist building would: streamline services for patients in one centre of excellence; speed up treatment and diagnosis; improve the clinical facilities for this important service and enable greater training opportunities for medical staff. It would also provide greater convenience for patients who receive cancer services delivered by East and North Hertfordshire Trust at Mount Vernon.

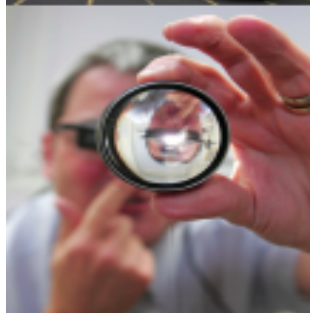
The Trust's planning application will be considered by Hillingdon Council in the new year.



[Investors in People success](#)

Congratulations to the Dietetic and Speech therapy department for successfully retaining their Investors in People accreditation.

Investors in People is an internationally recognised accreditation and the standard defines what it takes to lead, support and manage people for sustainable results.



Appendix C

From: Joan Davis <d.joandavis2@gmail.com>
Sent: 11 January 2017 14:14
To: STENTON, Claire(THE HILLINGDON HOSPITALS NHS FOUNDATION TRUST)
Subject: Proposed Mount Vernon Skin Centre

Dear Claire,

On behalf of The Community Voice I welcome the proposal for the introduction of a Mount Vernon Skin Centre. We have a proud history of support for the much lamented Plastic Surgery and Burns Centre at Mount Vernon and I know members will be delighted by the proposal to set up a new Skin Centre to provide additional facilities for local people within that hospital site.

We shall await more information with great interest.

Every good wish for the speedy introduction of the new facilities.

Joan Davis, Chairman

Appendix D

From: Diane Bell <dianelouisebell@yahoo.co.uk>
Sent: 02 February 2017 11:42
To: Capitalprojects (THE HILLINGDON HOSPITALS NHS FOUNDATION TRUST)
Subject: New Proposed Dermatology Centre

Good morning

I think the new proposed Dermatology and Allergy Skin Centre at Mount Vernon is a great idea.

I have had much experience of the problems caused by acne and rosacea in particular over many years and feel it is a very under researched and resourced area in terms of treatments, they are very limited. Acne is a painful, persistent and distressing condition and appears almost incurable except by using very harsh treatments such as Roaccutane which has many reported side effects. Rosacea also does not seem to be curable. If it's possible to do more research in this area that would be excellent. I also feel it would be beneficial to treat skin cancer patients more quickly and effectively.

Many thanks
Diane Bell

