



## NHS Somerset acute hospital based stroke services consultation activity overview

### Introduction

Between Monday 30 January and Monday 24 April 2023, NHS Somerset undertook a public consultation on acute based stroke services in Somerset.

In the development of our consultation plan and process, we considered the feedback from our pre-consultation engagement and worked closely with a range of stakeholders. All methods for consultation were developed in line with best practice and co-designed with local stakeholders alongside guidance from the Consultation Institute and the independent research organisation Opinion Research Services (ORS).

The approach to the public consultation was to use a range of methods and channels to ensure local people, patients, their families and carers, health and care staff, partners and key stakeholders were aware of and able to engage and respond to the consultation.

We sought to reach a broad range of people. This included extensive targeted engagement across our people and communities including people with protected characteristics, deprived communities and other seldom-heard groups to capture and understand a broader range of views as possible on the proposals.

In line with our consultation plan, the public consultation had three main workstreams:

- General public consultation: consultation with the general public through events, the questionnaire and special interest groups.
- Staff consultation: in addition to the consultation documentation and questionnaire we held focused discussion sessions with staff working in stroke services.
- Representative telephone survey: led by the independent research organisation, ORS, we sought to gain the views of a representative sample that was reflective of the geography and demography of Somerset and boarding counties.

We sought feedback on proposals on hyper acute and acute stroke services in Somerset. People could provide feedback in a range of ways including:

- Taking part in a consultation event including online and face to face meetings.
- Coming to see us at one of our pop up or drop in events.
- Providing feedback at one of the community support groups or community organisation meetings we attended.
- Completing a consultation questionnaire online or via post (freepost).
- Providing feedback via email, post, social media or phone.

To ensure we consulted with people who may be impacted by our proposals we:

- Focused on reaching out to people where they are, in their local neighbourhoods and local networks.
- We promoted the consultation and provided opportunities with the aim of covering the geography, demography and diversity of Somerset, and surrounding areas impacted including Dorset.
- We advertised to make sure people were aware of the consultation even if they chose not to participate.



- We produced materials taking into account the differing needs of our communities.
- We worked with partners in surrounding areas, including Dorset, to maximise our engagement and communications reach in surrounding counties where local people may be impacted by any changes.

All the feedback gathered has been shared with Opinion Research Services (ORS) for analysis and theming.

### Stakeholder analysis

To make sure our engagement effectively captured the widest possible views and feedback we developed an extensive list of stakeholders who are involved in, affected by, or interested in the future configuration of the service, as well as the wider public.

The Equality Impact Assessment (EIA) was utilised to inform our stakeholder analysis and engagement activities.

A detailed stakeholder analysis was undertaken and informed our engagement and communications activity.

Priority audiences included:

- Patient and carers who have experience of stroke services.
- Key voluntary sector stroke organisations including the Stroke Association.
- Protected characteristics identified in the EIA and HEAT analysis as being at higher risk of stroke.
- NHS and social care staff working in stroke services.

### Patient and Public stakeholder reference group

A key part of the consultation preparation has been the establishment of the stroke patient and public reference group. The group consists of key voluntary sector organisations and people with lived experience. The public and patient stakeholder reference group is a time limited group established to provide feedback on our developing solutions and offer their perspectives and insights on how we can inform and engage local people in the hyper acute stroke public consultation.

The reference group is made up of a range of individuals and organisations with direct experience of stroke. The group informed the development of the proposals and supported us to plan the consultation activity and materials.

### Activity overview



## Public consultation events

Our engagement throughout the public consultation was delivered as a set of activities that were adapted to the location and opportunity. Working with our partners across the Integrated Care System, we were able to put together an engagement programme that worked with existing community events to ensure that we were available across the county (including into Dorset) and reaching diverse audiences with varied needs.

Where appropriate we set up a pop-up stand to showcase and draw attention to the consultation in a public space and we attended existing groups (including support groups for people with lived experience of a stroke and talking cafes across Somerset) at which we presented the information and provided the means for people and communities to take part.

Additionally, we ran a series of public events, these consisted of a presentation and an opportunity to ask questions to our panel of professionals involved in the programme.

All the opportunities to come and meet us were advertised on our website, social media, engagement newsletter, citizens' panel. We also shared with partners and networks to also publicise.

We held and attended 52 events.

Feedback from all events was captured and shared with ORS for inclusion in their analysis.

Date	Venue	Event type	Opportunity
30/01/2023	Yeovil library	Pop-up stand	To engage with people and communities who were using the library. We set up our pop-up stand in the main entrance so we could reach passing footfall to share information on the public consultation; including families with young children, parent and baby, people who use the library, including retired people, those of working age but not working on that day.
31/01/2023	Crewkerne and Chard After Stroke Club	Stroke support group	To reach and engage people in Somerset with lived experience of a stroke having survived a stroke or caring for someone who is there because they survived a stroke. People attending the stroke club had been treated at both acute trusts in the county.
01/02/2023	Westlands Entertainment Centre, Yeovil - café space	Pop-up stand	To engage with people and communities who were meeting up at the entertainment centre as a social venue and/or attending an event being hosted in the main ballroom. We set up our pop-up stand in the main entrance so we could reach passing footfall to share information on the public consultation.
02/02/2023	Yeovil District Hospital - Aspire	Stroke support group	To reach and engage people in Somerset with lived experience of a stroke having survived a stroke or caring for someone who is there because they survived a stroke. People attending the stroke group had recently been discharged from YDH having had a stroke. This was also an opportunity to engage with the staff who work at YDH and run the group.
03/02/2023	Bridgwater, Heather Club	Stroke support group	To reach and engage people in Somerset with lived experience of a stroke having survived a stroke or caring for someone who is there because they survived a stroke. People attending the stroke club had been treated at Taunton (on the occasion they had their stroke in Somerset).

06/02/2023	Crispin Community Hall, Street	Pop-up stand	To engage with people and communities who were meeting up at the centre's community cafe as a social venue. We set up our pop-up stand in the main entrance so we could reach passing footfall to share information on the public consultation
06/02/2023	Martock Information Centre	Pop-up stand	To provide a location for those living in Martock to have access to the public consultation, to reach passing footfall and to share information on the consultation and to reach.
08/02/2023	Chard, The Guildhall	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
08/02/2023	Talking Café Live	Live on social media	Presented as part of a Facebook live event version of a Talking Café; recorded and disseminated to people and communities via Facebook.
09/02/2023	Langport library	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
11/02/2023	Taunton library	Pop-up stand	To engage with people and communities who were using the library because it offered a 'Warm Space', this is a destination for different ages across the life course.
13/02/2023	Yeovil District Hospital - entrance lobby	Pop-up stand	To engage with people and communities who were coming to Yeovil District Hospital for an appointment or to see a relative/loved one. This was also an opportunity for the workforce to engage and colleagues use this thoroughfare. We set up our pop-up stand corridor in view of the Outpatients' Reception to reach passing footfall to share information on the public consultation.
14/02/2023	Yeovil, St Peters Community Centre	Warm space	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
14/02/2023	Yeovil District Hospital - entrance lobby	Pop-up stand	To engage with people and communities who were coming to Yeovil District Hospital for an appointment or to see a relative/loved one. This was also an opportunity for the workforce to engage and colleagues use this thoroughfare. We set up our pop-up stand corridor in view of the Outpatients' Reception to reach passing footfall to share information on the public consultation.
15/02/2023	South Petherton Hospital	Pop-up stand	To engage with people and communities who were coming to South Petherton Community Hospital for an appointment or to see a relative/loved one. This was also an opportunity for the workforce to engage and colleagues use this thoroughfare. We set up our pop-up stand corridor in view of the main reception to reach passing footfall to share information on the public consultation.
15/02/2023	Ilminster library	Pop-up stand	To engage with people and communities who were using the library. We set up our pop-up stand in the library so we could reach passing footfall to share information on the public consultation.

16/02/2023	Yeovil, St Peters Community Centre	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
16/02/2023	Yeovil District Hospital - entrance lobby	Pop-up stand	To engage with people and communities who were coming to Yeovil District Hospital for an appointment or to see a relative/loved one. This was also an opportunity for the workforce to engage and colleagues use this thoroughfare. We set up our pop-up stand corridor in view of the Outpatients' Reception to reach passing footfall to share information on the public consultation.
16/02/2023	Thursday teatime check-in - online meeting at 6pm, open to all	Online	To provide an online space for any people and communities who had been unable to attend an in-person session (pop up, talking café or warm space) and any person who had attended and had further questions.
17/02/2023	Crewkerne library	Pop-up stand	To engage with people and communities who were using the library. We set up our pop-up stand in the main entrance to the library so we could reach passing footfall to share information on the public consultation; including families with young children, parent and baby, people who use the library, including retired people, those of working age but not working on that day.
20/02/2023	Wincanton library	Pop-up stand	To engage with people and communities who were using the library. We set up our pop-up stand in the main entrance to the library so we could reach passing footfall to share information on the public consultation; including families with young children, parent and baby, people who use the library, including retired people, those of working age but not working on that day.
20/02/2023	Online	Somerset Engagement Advisory Group, online meeting	Presented the public consultation to this informed group. They meet every 3 months to hear latest from NHS Somerset engagement team. They act as a 'critical friend' function and to take information back to their communities.
20/02/2023	Taunton Musgrove Park Hospital	Pop-up stand	To engage with people and communities who were coming to Taunton Musgrove Park Hospital for an appointment or to see a relative/loved one arriving via the concourse entrance. This was also an opportunity for the workforce to engage and colleagues use this thoroughfare. We set up our pop-up stand in view of the cafe and M&S Foodhall for passing traffic at lunch time/early afternoon.
21/02/2023	Carers Strategic Partnership Board meeting	Presentation - online	This group brings together the main stakeholders working with and on behalf of carers in Somerset. We attended to present the public consultation proposals with guidance on how to take to part.
21/02/2023	Yeovil rugby club	Public event	This was our main panel face to face public event. A presentation on the public consultation was given by Julie Jones (Programme Lead) and Dr Rob Whiting (Clinical Lead) with a Q&A facilitated by NHS Somerset's Chief Nursing Officer, Shelagh Meldrum and Somerset Foundation Trust CEO, Peter Lewis. Provided the

			opportunity for the two options being proposed to be discussed by members of the public.
22/02/2023	Taunton Musgrove Park Hospital	Pop-up stand	To engage with people and communities who were coming to Taunton Musgrove Park Hospital for an appointment or to see a relative/loved one arriving via the concourse entrance. This was also an opportunity for the workforce to engage as colleagues use this thoroughfare. We set up our pop-up stand in view of the cafe and M&S Foodhall for passing traffic at lunch time/early afternoon.
22/02/2023	Williton Community Hospital	Pop-up stand	To engage with people and communities who were coming to Williton Community Hospital for an appointment or to see a relative/loved one. This was also an opportunity for the workforce to engage. We set up our pop-up stand corridor in view of the main reception to reach passing footfall to share information on the public consultation.
23/02/2023	Thursday teatime check-in - online meeting at 6pm, open to all	Online	To provide an online space for people and communities who had been unable to attend an in-person session and any person who had attended and had further questions.
28/02/2023	Burnham on Sea, Methodist Church	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
28/02/2023	Dorset - Sherborne library	Pop-up stand	To engage with people and communities who were using the library. We set up our pop-up stand in the library so we could reach passing footfall to share information on the public consultation.
28/02/2023	Wellington, St John's Church	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
02/03/2023	Bridgwater, The Hub, Angel Place	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
06/03/2023	Taunton, Albemarle Centre	Warm space	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
07/03/2023	Taunton Stroke Club	Stroke club	To reach and engage people in Somerset with lived experience of a stroke having survived a stroke or caring for someone who is there because they survived a stroke. People attending the stroke club had been treated at Taunton (on the occasion they had their stroke in Somerset).

08/03/2023	Online Public Event	Public meeting - online	This was our main panel online public event, repeated online for access by those unable to attend in person session 21st February. A presentation on the public consultation was given by Julie Jones (Programme Lead) and Dr Rob Whiting (Clinical Lead) with a Q&A facilitated by NHS Somerset's Chief Nursing Officer, Shelagh Meldrum and Somerset Foundation Trust CEO, Peter Lewis. Provided the opportunity for the two options being proposed to be discussed and challenged by members of the public.
09/03/2023	Thursday teatime check-in - online meeting at 6pm, open to all	Online	To provide an online space for any people and communities who had been unable to attend an in-person session any person who had attended and had further questions.
09/03/2023	Wells, Bishop's Palace Talking Café	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
10/03/2023	Heather Club, Bridgwater	Stroke Club	Returned with hard copies of the public consultation document.
11/03/2023	Chard Together, Guildhall Chard	Public event	Community event that took place at the Guildhall in Chard. We were invited to attend with a pop up stand by Diverse Communities team, Community Council Somerset.
13/03/2023	Online meeting targeting members of public who are resident on/near the border between Somerset and Dorset	Public meeting - online	Presentation of the public consultation proposals and case for change was given by Julie Jones, Programme Lead with Maria Smith as representative of NHS Dorset in attendance. There was also an opportunity to ask questions.
16/03/2023	Thursday teatime check-in - online meeting at 6pm, open to all	Online	To provide an online space for any people and communities who had been unable to attend an in-person session or had attended and had further questions.
18/03/2023	Veterans breakfast, Yeovil Rugby Club	Pop up stand	Attended this event hosted for veterans living in Somerset (and into Dorset) to present the public consultation proposals and be available to share information on how to take part. Following brief presentation we were available for any person attending the breakfast to find out more.
22/03/2023	Frome stroke group	Stroke support group	To reach and engage people in Somerset with lived experience of a stroke having survived a stroke or caring for someone who is there because they survived a stroke. People attending the stroke club had been treated at Royal United Hospital in Bath and Yeovil District Hospital (as people who lived in Somerset at time of stroke).
23/03/2023	Thursday teatime check-in - online meeting at 6pm, open to all	Online	To provide an online space for any people and communities who had been unable to attend an in-person session and any person who had attended and had further questions.

30/03/2023	Thursday teatime check-in - online meeting at 6pm, open to all	Online	To provide an online space for any people and communities who had been unable to attend an in-person session and any person who had attended and had further questions.
05/04/2023	Shepton Mallet, The Art Bank	Talking Café	To ensure that people and communities who attend the local Talking Café as an information hub could have access to information about the public consultation and ask questions.
11/04/2023	Dorset - Sturminster Newton Country Market	Pop up stand	To engage with people and communities who attended the market. We set up our pop-up stand so we could reach passing footfall to share information on the public consultation.
12/04/2023	Dorset - Sherborne town centre	Pop up stand	To engage with people and communities in Sherborne. We set up our pop-up stand in a central location so we could reach passing footfall to share information on the public consultation.
13/04/2023	Morrisons, Glastonbury	Pop up stand	To engage with people and communities in Glastonbury. We set up our pop-up stand in a central location so we could reach passing footfall to share information on the public consultation.
13/04/2023	Teatime drop in	online	To provide an online space for any people and communities who had been unable to attend an in-person session and any person who had attended and had further questions.
14/04/2023	Dorset - Gillingham library	Pop up stand	To engage with people and communities who were using the library. We set up our pop-up stand in the library so we could reach passing footfall to share information on the public consultation.
20/04/2023	Online meeting with councillors in Somerset	Online meeting	An online meeting was specifically set up to present the proposals to councillors in Somerset. A presentation on the public consultation was given by Julie Jones (Programme Lead) and Dr Rob Whiting (Clinical Lead) with a Q&A facilitated by NHS Somerset's CEO, Jonathan Higman, and attended by Maria Smith as a representative of NHS Dorset.

### Telephone and emails

The Engagement team managed and responded to email and telephone queries. Feedback provided on the proposals was logged. This feedback was reported to and analysed by Opinions Research Services as part of their themed consultation feedback report.

### Staff engagement

Programme Lead, Julie Jones spent time prior to the start of the public consultation engaging with staff to inform staff on the stroke units at both hospitals. Feedback and insights from staff helped to inform the proposals. Stroke staff were members of the stroke steering group and informed the development of the proposals.

During the consultation, the engagement team visited Aspire, the support group for people recently discharged from Yeovil District Hospital after having a stroke. We also ran a number of pop-up stands in public facing areas of the two acute hospitals and South Petherton Community Hospital and Williton Community Hospital, liaison and facilitation of these opportunity was done with staff at each hospital. Staff could also had the opportunity to visit the pop up



stands. Visits to the stroke units were also completed, giving staff the opportunity to go through the proposals and timelines.

For specific engagement with the staff most likely to be impacted by any changes, the engagement team facilitated the offer of confidential interviews with ORS to ensure that staff who wished to speak, could do so freely. This opportunity was taken up by 4 staff.

### **Communication activity**

We created a variety of communication materials to make sure we met the needs of local people. Public facing materials used information contained within our Pre-consultation Business Case (PCBC). The PCBC was signed off by the stroke steering group, Fit for my Future Programme Board and the NHS Somerset Board.

We tested our communication materials with members of our public and patient stakeholder group and Healthwatch Somerset readers' panel.

Materials included:

- A public facing consultation document
- A summary consultation document
- Easy read summary consultation document
- Aphasia friendly summary consultation document
- Case for change summary
- The first 72 hours of stroke care explainer document
- Patient story examples
- Events list
- Consultation questionnaire (online and hard copy)
- FAQs which were updated throughout the consultation
- Summaries of questions asked at public events were shared on our website
- Videos explaining the proposals and case for change
- Social media infographics
- Launch toolkit for stakeholders
- Stakeholder launch briefing
- MP briefing
- News releases
- A4 Posters
- A5 leaflets
- Pull up banner.

All materials were made available on our website and were available in printed form on request. We also provided printed copies of the consultation document, questionnaire and other key documents at events we held and attended. Materials were also available in different formats on request.

### **Consultation materials distribution**

Printed copies of the leaflet and summary consultation document were distributed to key stakeholder organisations at the start of the consultation and made available at all public listening and pop up events. Paper copies of the consultation documentation were available and promoted at all engagement events.

We shared materials with partners and stakeholders and asked them to share across their channels and networks.

During the consultation, online and hard copies of consultation materials were distributed to key stakeholders.

In recognition of the broad range of people who might be impacted by any changes to hospital-based acute stroke services, we sent copies of the public consultation document and questionnaire to complete (and send to FREEPOST address) to 100 residential homes in Somerset with a view to reaching both residents and workforce. Additionally,

we sent copies of the consultation document and form to complete to 26 organisations who represented a broader view of the population in Somerset with a view to reaching people engaging with these organisations including workforce.

These included:

<b>Name of organisation</b>	<b>Type of organisation</b>
Somerset Care	Company, employer in Somerset
Home Care Taunton	Company, employer in Somerset
Somerset Chamber	Business community
Somerset Energy Innovation Centre	VCFSE
Somerset Wildlife Trust	VCFSE
Creative Innovative Centre CIC	VCFSE
Tacchi Morris Arts Centre	VCFSE
Ilminster Arts Centre	VCFSE
Bridgwater Arts Centre	VCFSE
Wellington Arts Association	VCFSE
Taunton Brewhouse	VCFSE
The SPACE (thespacesomerset.co.uk)	VCFSE
The Princess Theatre and Arts Centre	VCFSE
ACE arts	VCFSE
Black Swan Arts	VCFSE
Halsway Manor	VCFSE
Clayhill Arts	VCFSE
Compass Wellbeing Centre	VCFSE
Courtyard Natural Health	Health and wellbeing company
Nine Springs	Health and wellbeing company
Taunton Chamber	Business community
Company, employer in Somerset	Business community
Yeovil Chamber	Business community
SBA CIC	Company, employer in Somerset
Outsourced HR	Company, employer in Somerset
100 Residential Care homes across Somerset	Care homes

## **Website**

Information on the stroke consultation was shared on the Somerset Integrated care System / Fit for my Future website. The web pages were updated as the consultation progressed. Links to the website were shared across all communications channels promoting the consultation including social media, newsletters, media and radio. The aforementioned materials were published on the website alongside the Pre-Consultation Business Case.

Unfortunately, we do not have any metrics software on the website so are unable to see page views or visits to the site.

## **Media releases and radio advert**

We issued various press releases to raise awareness of engagement opportunities during the public consultation, disseminate information and signpost local people to different ways in which they can find out more about and respond to the consultation.

We also ran a radio advert campaign to raise awareness of the consultation. The 30 second advert ran from 13 February 2023 until 12 March 2023, with 93 spots across the month. The advert ran across Heart West Country, with a reach of 94,000 covering a population of around 433,000.

## Social media

NHS Somerset and the Fit for my Future programme both have established social media profiles. We proactively used these channels to promote the consultation and share key messages. We targeted posts to our key demographics including cross border areas. We also posted in individual groups as well as posting organic and paid for content across our channels. We shared a social media toolkit with our partners to support and amplify our reach and encouraged stakeholders to share across their social media channels.

Our social media channels include: Facebook, Instagram, Twitter and NextDoor.

Below is an overview of our posts. In addition to this, we also posted directly to a number of relevant community groups.

	Reach	Engagement	Link clicks
<b>Paid for social media</b>	248,325	2922	2365
<b>Organic social media</b>	233,190	5355	3888
<b>Total</b>	<b>481,515</b>	<b>8277</b>	<b>6253</b>

Our main social media messages encouraged residents to visit our website, attend an event and complete the consultation questionnaire.

The messaging and assets used were adapted during the consultation to encourage engagement with a wider range of people and communities.

### Adaptation to our approach following mid-point review

Following the mid-point review of the consultation survey responses at the mid-point of the consultation, we evaluated and adapted our consultation engagement and communication activity. This included:

<p>At mid-point review, proportion of responses:</p> <p>Men 28%</p> <p>Women 72%</p>	<p>To address the gap in the proportion of men to women, we reviewed our existing engagement locations for the remainder of the public consultation and looked for specific opportunities to adapt our approach to reach a greater proportion of men:</p> <ul style="list-style-type: none"> <li>Targeted men specific engagement opportunities including veterans social/support groups and Men’s Sheds association. We were successful in engaging with a nearly all-male audience at a Veterans Breakfast event in Yeovil.</li> <li>Targeted organic and paid for digital posts to online groups and individuals (for instance, making use of male focused imagery, identifying male-specific community and community support groups in Somerset e.g. Men’s Sheds and sports groups).</li> <li>Faith-based community engagement working with our Equalities and Diversity Lead Officer, Lee Reed.</li> <li>Business-led groups in Somerset, including Chambers of Commerce.</li> <li>Staff and students over 18 at schools and colleges (with imagery to represent/create emotional connection with the need).</li> </ul>
<p>At mid-point review, responses from people aged 18 - 25 were 2% compared to 10% of population of Somerset who are under 25</p>	<ul style="list-style-type: none"> <li>To encourage greater representation of younger audiences, we maximised our existing contacts and shared targeted creative assets with partners including Somerset County Council for socialising with Young Peoples Forum and Parliament and leading youth charity, Young Somerset.</li> <li>We also shared the collateral with schools and colleges bearing in mind staff and students may wish to participate.</li> <li>We reached out to Somerset Activity and Sport Partnership who work with multiple audiences including different life stages and those living more deprived areas (who are impacted by health inequalities).</li> </ul>

	<ul style="list-style-type: none"> <li>We ran targeted organic and paid for digital posts to raise profile of intergenerational aspects of stroke as well as highlighting stroke as a condition that affects all people.</li> </ul>
Deprived areas – engagement measured through responses to the consultation at the mid-point of the consultation showed greater engagement in areas with lower IMDs	<ul style="list-style-type: none"> <li>Targeted paid for and organic digital adverts aimed at increasing engagement with people living in Somerset’s most deprived areas.</li> <li>Indices of Multiple Deprivation (IMD) data for Somerset highlight some areas of the most urban parts of Somerset as being the most deprived in Somerset. A significant amount of the engagement activity was delivered in areas where there are Talking Cafes and these sessions were in areas that are high on the IMD scale.</li> <li>One way we adapted our engagement plan was to deliver pop ups in low priced supermarkets in the county to give greater visibility to the public consultation; Morrisons in Glastonbury, Asda in Frome, Asda in Taunton (we were unable to do the same in Yeovil due to a packed agenda in one supermarket and a very hard to reach community function in a second supermarket).</li> <li>Working with our Equality and Diversity Lead Officer, we reached out to specific groups identified in the EIA including homeless people and Gypsy Roma Traveller communities. These were in the plan already but engagement with these communities had not been completed at the mid-point review stage of the process.</li> </ul>
Dorset residents	<ul style="list-style-type: none"> <li>To ensure that we reached those potentially impacted by changes to Yeovil District Hospital we also delivered on site engagement in three specific areas of Dorset (as guided to by NHS Dorset) – Sherborne, Sturminster Newton and Gillingham. These areas have variations in deprivation but significantly are not likely to have increased representation among deprived areas but may have contributed to proportions of men and younger audiences.</li> <li>To encourage greater representation from Dorset residents, we also shared further targeted creative assets with partners in Dorset.</li> <li>We ran targeted organic digital posts to raise profile of the potential impact on Dorset residents and targeted these to the bordering areas of Dorset.</li> </ul>

### Analysis of consultation responses

All the feedback from the public consultation has been shared with ORS for analysis. The feedback report will be shared on our website and shared across our channels.

Hearing the views of people throughout the consultation process is an important part of the decision making and will be taken into account alongside other essential factors such as clinical, financial and practical considerations. Any decision to proceed with the proposals will be informed by the feedback from the consultation.

