

Minutes Addendum – Questions.

Further to the Minutes of the previous meeting, the CCG have provided some more detailed information on the total consultation promotion budget, the number of people who have requested/completed an offline paper response and the number of people supported to complete the survey by telephone, as detailed below:

Total cost of consultation promotion:

The Clinical Commissioning Group spend on the promotional activities for the acute and maternity reconfiguration was £227,181.60. This expenditure included

- Commissioning voluntary and community organisations to reach out to seldom heard and often overlooked communities
- Extensive advertorials across local newspapers, community magazines and newsletters, commercial and community radio stations and targeted TV advertising
- Extensive utilisation of social media, including paid for advertising to target Facebook, Instagram, Snapchat and Twitter and Google users
- Production of information materials including videos and printed information including summary document, leaflet, posters and production of information in different formats/languages
- Development of web pages on existing website
- Distribution of leaflets, summary documents, banners and posters to locations across Leicester, Leicestershire and Rutland

Number of people who have responded to the consultation by means other than the online survey, including by requesting paper copies:

The detailed evaluation and analysis are currently being undertaken which will provide a verified figure of people who responded to the consultation other than using the online survey. This includes verifying all the responses produced via by the voluntary and community sector, Healthwatch organisations and social enterprises companies through their offline work. However, a provisional and conservative figure currently stands at 565 offline responses. When the full analysis and evaluation is complete, and the final report has been received we will be able to provide verified figures for all off-line activities.

Number of people supported to complete the survey by telephone:

Through the advertised telephone number for the consultation we received 103 calls from people specifically asking for a copy of the paper survey to be posted to them or asking for a telephone interview to support them to complete the questionnaire.