

Engagement and communications report

Edward Hain Community Hospital wider community engagement from 7 October to midnight on 8 November 2020.

Introduction

On Wednesday 7 October NHS Kernow Clinical Commissioning Group (NHS Kernow) launched a 4-week period of community engagement. This engagement focused on seeking people's views on the future of Edward Hain Community Hospital in St Ives. It followed 18 months of work with Penwith residents and health and care staff in the area to determine the needs of local people.

The aim of the most recent community engagement was to make sure everyone had a chance to get involved and share their views. We wanted people to tell us how it might affect them if Edward Hain Community Hospital was not available permanently, and what might help address any concerns people have.

The engagement was originally due to close on 4 November but was extended. The engagement closed at 11.59pm on Sunday 8 November. An email was sent to 825 stakeholders on November 3 to let them know about the extension.

This report details what we did to support and encourage engagement. The data included in this report relates to 7 October to 8 November 2020.

Engagement methods and outcomes

Engagement report

A comprehensive 28-page engagement report was produced. This was shared widely as part of the Edward Hain community engagement. The report was produced in plain English and was available in hard copy and digital formats. We also developed an online version. This was published on [NHS Kernow's website](#).

The report detailed the work that had already taken place with the community regarding Edward Hain Community Hospital. It also set out how people could get involved and have their say in the most recent engagement.

The digital version of the engagement report was emailed to 825 stakeholders on 7 October. A stakeholder list is attached in [appendix 1](#). This email marked the start of the engagement. The email told people how they could get involved. It also requested support from partners and individuals to share the information as widely as possible.

100 copies of the report were professionally printed. 50 copies were displayed and available for people to take at the existing clinics at Edward Hain Community Hospital. A further 50 copies were available on request for anyone who wanted one.

The online version of the engagement report also received 102 unique page views on NHS Kernow's website.

Media outreach and coverage

NHS Kernow issued a media release on 7 October 2020 to all local media outlets in Cornwall and the Isles of Scilly. This media release was also published on [NHS Kernow's website](#). There were 66 unique views of this webpage during the engagement period.

7 articles were published by local media outlets in relation to Edward Hain Community Hospital during the engagement period. These appeared in:

- Cornwall Live
- The Cornishman
- Cornish Stuff
- Falmouth Packet
- The St Ives Times and Echo
- The Hayle Times
- BBC Radio Cornwall website

1 media enquiry was received from Cornwall Live on 20 October 2020. This was responded to as per NHS Kernow's normal processes. NHS Kernow received no requests for interviews.

Some of the media articles published in relation to Edward Hain Community Hospital during the engagement period are listed below:

26 October - Cornwall Live

[NHS bosses accused of 'planning to sell off' Edward Hain Hospital in St Ives](#)

Article type: online

Tone: neutral

22 October - the Cornishman

[Hospital closure row](#)

Article type: print

Tone: neutral

19 October - Cornish Stuff

[Closing Edward Hain Hospital](#)

Article type: online

Tone: neutral

8 October - InYourArea.co.uk

[Views wanted on Edward Hain's future so long it doesn't involve reopening it](#)

Article type: online
Tone: neutral

8 October - Falmouth Packet

[How to have your say on future Edward Hain Hospital St Ives](#)

Article type: online

Letter and survey to people who use existing clinics

Over 200 letters were distributed to all those who use the existing podiatry and mental health clinics at Edward Hain Community Hospital. The letter explained how and why we wanted to seek people's views. It gave details of how people could get involved and have their say. It also included a paper survey with a freepost address for responses, as well as a link to the online survey.

6 people responded to the survey online. 3 of the respondents said they attend a podiatry clinic, 1 respondent said they attend a mental health clinic and 2 people didn't answer the question. No paper responses have been received.

Poster

[A poster](#) was developed to advertise the engagement. The poster was shared by email with all 20 town and parish councils in west Penwith and St Ives and Hayle Community Network Panel areas. We asked them to print, publish and share the poster as widely as possible. It was also shared with Penwith GPs, Penwith practice managers, Penwith social prescribing link workers and Penwith integrated care forum.

St Ives Town Council placed the poster on noticeboards throughout the area including in Guildhall, Royal Square, Carbis Bay and Lelant. Gwinear-Gwithian Parish Council also shared the poster on their website, twitter and Facebook pages. St Just-in-Penwith Town Council also shared the poster with all councillors and placed on their board and website and St Erth Parish Council shared the poster on their website.

Virtual public meeting

On Thursday 22 October NHS Kernow held a virtual public meeting via Microsoft Teams Live. The meeting took place between 5.30pm and 7pm.

The purpose of the meeting was to enable members of the public to attend and ask questions or raise any concerns they may have regarding the future use of Edward Hain Community Hospital.

Microsoft Teams Live enables up to 10,000 people to attend a virtual event. Participants can ask questions and comment by typing into a live chat bar.

The meeting was widely advertised. All content was shared during the engagement period on NHS Kernow's website and social media channels. Details of the meeting

were also included in the engagement report, poster and letter to those who use the existing Edward Hain clinics.

A Facebook event was also created to further advertise the virtual public meeting. The Facebook event reached 542 people and received 273 views. 9 people responded to say they were interested in attending.

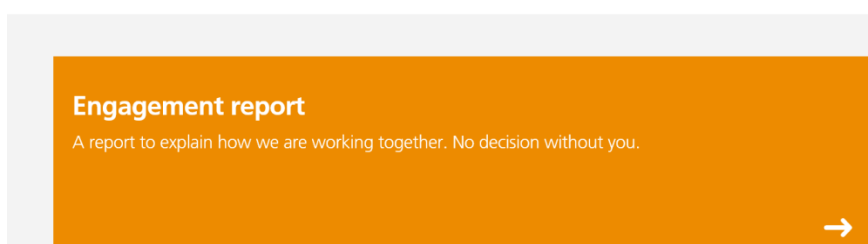
2 emails were sent to 825 stakeholders to tell them about the event. These emails were sent on 7 October and 21 October 2020. The second email was sent the day before the virtual public event as a reminder. It also included an offer to submit early questions. No early questions were received. A third email was sent to the stakeholder list on 12 November with a link to the meeting minutes published on NHS Kernow's website.

26 people attended the virtual public meeting in total. 14 were members of the public. 12 were NHS staff there to help answer questions. The others were there to run the event. Others observed the event. 20 questions were asked during the meeting and 9 statements were made. All were responded to by the relevant member of the Edward Hain project group.

Online

NHS Kernow's homepage featured details of the engagement. This had a click-through link to the full information on a dedicated [Edward Hain Community Hospital engagement webpage](#). This webpage included a link to a dedicated have your say webpage. This page included an accessible online feedback form for people to fill out directly on the page. 36 people provided their views via the online feedback form during the engagement period.

Edward Hain Community Hospital



The dedicated Edward Hain Community Hospital webpage also included a bright orange box at the top, which advertised an online version of the [engagement report](#), accessible via an easy click-through link.

The dedicated Edward Hain webpages received the below total unique views during the engagement period:

- Main page: 235
- Engagement report: 102
- Introduction: 0

- Have your say (including built-in feedback form): 265
- Background information: 14
- Health and care services: 9
- Short-listed option: 18
- Our engagement work: 22

Social media



NHS Kernow used its social media channels to promote the engagement and reach a wide audience.

A targeted paid-for Facebook advertisement ran from 21 October to 1 November.

[An animation](#) was also created and shared via social media. LinkedIn was also trialled as a further channel to advertise the engagement.

A full breakdown of the social media analytics are below:

NHS Kernow Facebook:

- Posts: 11
- Impressions: 6,480
- Engagements: 253

Facebook ad:

- Impressions: 3,693
- Link clicks: 45

NHS Kernow Twitter:

- Posts: 10
- Impressions: 3,062

- Engagements: 32

NHS Kernow LinkedIn:

- Posts: 7
- Impressions: 676
- Engagements: 15

A link to the Edward Hain Community Hospital webpage was also included on [Cornwall Partnership NHS Foundation Trust's website](#).

Bulletins

Details of the Edward Hain Community Hospital engagement were included as specific articles in several bulletins throughout the engagement period. These included NHS Kernow staff bulletin (8 October), Cornwall Partnership NHS Foundation Trust's (CFT) staff bulletin (9 October and 3 November) and Cornwall and Isles of Scilly Health and Care Partnership Citizen Advisory Panel (CAP) bulletin (8 October, 22 October and 6 November). It was also an agenda item during a live briefing to NHS Kernow and Cornwall Council staff on 14 October.

Appendix 1: Stakeholder list

The stakeholder list consists of 17 individuals and 353 organisations. The organisations are listed below:

- 3 Harbours practice
- 38 Degrees
- Able Community Care
- Academic Health Science Network
- Action for Children
- Active Assistance
- Age UK Cornwall and the Isles of Scilly
- Alliance Medical
- Allied Health Professions Federation
- Alverton Community Primary School
- Alverton Surgery
- Angela Harrison Charitable Trust
- Anson Care
- Ar-Lyn Residential Home
- Aspire Academy
- Bewnans Kernow
- Bodmin College
- Bodriggy Academy
- Bodriggy Health Centre
- Bodriggy Health Centre PPG
- Bodriggy Pharmacy
- Boots UK
- Boswyns and Bosence Farm Community Ltd
- Bowden Derra
- British Heart Foundation
- Brook
- Cape Cornwall PPG
- Cape Cornwall Surgery
- Cape Cornwall School
- Carbis Bay Pharmacy
- Care UK
- Carefree Cornwall
- Care Quality Commission
- Careers South West
- Chaos Group
- Children's Hospice SW
- CHKS Ltd
- Choice
- Chy Byghan
- Chy-an-Towans
- Chypons Residential home
- Citizens Advice Cornwall
- CLEAR Support
- Coastline Housing
- Coeliac UK
- Connor Downs Academy
- ConvaTec Ltd
- Cormac Care
- Cornerstone Vision
- Cornwall Adult Health and Social Care Learning Partnership
- Cornwall Advocacy
- Cornwall and Isles of Scilly Leagues of Hospital and community Friends
- Cornwall and Isles of Scilly Local Enterprise Partnership
- Cornwall Arthritis Trust
- Cornwall Bowel Cancer Support Group
- Cornwall Care
- Cornwall College
- Cornwall Coroner's Service
- Cornwall Council (including Adult Care and support, Councillors, Adaptions Team, Adoption Team, Migrant workers group, Planning, Youth Offending Service, Children's Community Nursing, Healthy Weight Programme, Education/Early Years, Children's Services, Accommodation with Care, Strategy and Engagement, Domicilliary Care, Cornwall Sports Partnership, Cornwall Dementia Partnership, CNP, CHAMPs, School Messenger, Housing, Safe Places, Safeguarding Children Board, Public Health, MARU, QA, Headstart, Equipment Pooled Fund, Measurement Programme,

- Safer Cornwall, DAAT, Healthy Cornwall, OSC, Refugee working group, Cabinet, Children's Trust, Healthy Schools, Early Help Hub, Family Information Service, Fothering, Estates)
- Cornwall Faith Forum
 - Cornwall Federation of Women's Institutes
 - Cornwall Federation of Young Farmers
 - Cornwall Fire, Rescue and Community Safety Service
 - Cornwall Hospice Care
 - Cornwall Learning Partnership
 - Cornwall Mobility
 - Cornwall Neighbourhoods for Change
 - Cornwall Older People's Partnership Board
 - Cornwall Partners in Care
 - Cornwall Partnership Foundation NHS Trust
 - Cornwall People First
 - Cornwall Pride CIC
 - Cornwall Rolling Ramblers
 - Cornwall Rural Community Charity
 - Cornwall Transgender Support and Resource
 - Cornwall Youth Forum
 - Cornwall Youth Work Partnership
 - Cornwallis Care Services Ltd
 - Council of the Isles of Scilly
 - Court of Protection SW
 - Courtlands Care Home
 - CRASAC
 - Creative Workshop
 - Crohn's and colitis UK
 - Cruse Bereavement
 - Day Lewis Pharmacies
 - Devon and Cornwall Housing
 - Devon and Cornwall Police
 - Devon Learning Disability Partnership Board
 - Diabetes UK
 - disAbility Cornwall
 - Dove Project
 - Dr Foster Research
 - Drym Valley Centre
 - Dyslexia Cornwall
 - Edward Hain Community Hospital League of Friends
 - Elms Care Centre
 - Embrace Group
 - EMIS
 - Equus Solutions
 - Exeter Nuffield
 - Express Diagnostics
 - E-Zec Medical Transport Services
 - Fal Care
 - Falmouth University
 - First Light
 - Fowey Hospital Welfare Committee
 - Fowey Town Council
 - Fowey Surgery
 - Fowey Surgery PPG
 - Fresenius-Kabi
 - Geevor Tin Mine
 - Germoe Community Primary School
 - Glencoe Nursing Home
 - Gorsedh Kernow
 - Gulval Primary School
 - Gwinear Community Primary School
 - Hayle Children's centre
 - Hayle Day Centre
 - Hayle Town Council
 - Health Initiative Cornwall
 - Healthcare Financial Management Association
 - Healthwatch Cornwall
 - Health Education England
 - Heamoor Community Primary School
 - Hearing Loss Cornwall
 - Heather Lane Nursery
 - Holifield Farm Project
 - Home Farm Trust
 - Home Group
 - Humphry Davy School
 - IMS Maxims
 - Inclusion Cornwall
 - Intercom Trust
 - Invictus Trust
 - iSight Cornwall

- Keep our NHS Public
- Kehelland Trust
- Kernow Health CIC
- Kernow Home Care Ltd
- Kernow Katz
- Kernow Local Medical Committee
- Kernow Positive Support
- Kernow Young Carers
- Kowetha
- Land's End Airport
- Landrake Parish Council
- Learning Disability Partnership Board
- Leddras Pharmacy
- Leedstown Community Primary School
- Lescudjack Centre
- Levant Mine
- Liaison VAT Consultancy
- Libraries
- Lloyds Pharmacy Ltd
- Local Dental Committee
- Local Optical Committee
- Local Pharmaceutical Committee
- Long Distance Walkers Association
- Lostwithiel PPG
- Lostwithiel surgery
- Ludgvan Parish Council
- Ludgvan School
- Macmillan Cancer support
- Madron Parish Council
- Maraziion School
- Marazion Surgery
- Marazion Surgery PPG
- Marazion Town Council
- Marie Curie
- Mencap
- Menwinnion Care Home
- Mevagissey Surgery
- Mevagissey Surgery PPG
- Middleway surgery
- Middleway Surgery PPG
- Millbrook Healthcare Ltd
- Minack Theatre
- Moor Vue Rural Centre
- Morrab Pharmacy
- Morrab Surgery
- Morrab Surgery PPG
- Morvah Parish Meeting
- Mounts Bay Academy
- Mousehole Community Primary School
- MP
- MS Society South and West Cornwall
- Nancealverne School
- Nancledra School
- National Childbirth Trust
- National Trust
- Neopost
- New Witheven
- Newlyn Art Gallery
- Newlyn Pharmacy
- Newlyn School
- NHS Confederation
- NHS England & NHS Improvement
- NHS Property Services
- Nurseplus UK
- Ocean Housing
- Ordinary Living
- Ottobock Healthcare PLC
- Outlook South West
- Parent Carer Council
- Paul Parish Council
- Pendeen Community Centre
- Pendeen School
- Pengarth Day Centre
- Penhaligon's Friends
- Peninsula Ultrasound Ltd
- Penlee Residential Care
- Penmeneth House
- Penpol School
- Pensans Community Primary School
- Penta Health and Wellbeing
- Pentreath
- Penwith 50+ Forum
- Penwith Care Ltd
- Penwith Community Development Trust
- Penwith Dementia Friendly Communities
- Penzance Carer's Forum
- Penzance Job Centre
- Penzance Leisure Centre

- Penzance Memory Café
- Penzance Town Council
- Peredur Trust
- Perranuthnoe Parish Council
- Phoenix - Prince's Trust
- Phoenix Care Cornwall
- Pine Trees Care Centre
- Ponsandane
- Port View surgery
- Port View Surgery PPG
- Praa Sands Community Centre
- PRC Outreach
- Premier Healthcare Solutions
- Pre-school Learning Alliance
- Prescribing Services Limited
- Primary Eyecare Company
- Prospects
- Quay Lane Surgery
- Ramsay Healthcare UK
- Ramsay Pharmacy
- Re-gain
- Robert Owen Communities
- Rosmellyn Surgery
- Rosmellyn Surgery PPG
- Royal Antediluvian Order of Buffaloes
- Royal British Legion
- Royal College of Nursing
- Royal Cornwall Hospitals NHS Trust
- RSL Steeper Ltd
- Saltash CIC
- Saltash Health Centre
- Saltash Health Centre PPG
- Saltash Live at Home Scheme
- Saltash Town Council
- Sancreed Parish Council
- Scope
- SEAP
- Sennen Parish Council
- Sennen School
- Sense out There
- Shared Lives SW
- Smile Together
- SOS Specialised Orthotic Services
- South West Seniors Network
- Specsavers
- Spectrum
- St Austell College
- St Austell Health Centre
- St Austell Healthcare Group PPG
- St Austell Community Hospital League of Friends
- St Barnabas Community Hospital League of Friends
- St Buryan Academy
- St Buryan Parish Council
- St Erth Parish Council
- St Erth Primary School
- St Gulval church
- St Hilary School
- St Ives and Carbis Bay Memory Café
- St Ives Food Bank
- St Ives Infant School
- St Ives Junior School
- St Ives School
- St Ives Leisure Centre
- St Ives Town Council
- St Just Memory Café
- St Just Town Council
- St Just School
- St Levan Community Primary School
- St Levan Parish Council
- St Maddern's CE School
- St Mary's Catholic Primary School
- St Mary's CE Primary School
- St Michael's Hospital League of Friends
- St Michael's Mount
- St Michael's Mount Parish Meeting
- St Petrocs Society
- St Piran's School, Hayle
- St Stephens Community Primary School
- St Uny CE Academy
- Stennack Surgery
- Stennack Surgery PPG
- Steps Ahead Care and Support
- Stroke Association
- Sunnyside Surgery
- Swallow Court
- SWASFT
- Tamarisk Care Agency

- Taunton and Somerset NHS Trust
- The Beeches Nursing Home
- The Brandon Trust
- The Downs
- The Dreadnought Centre
- The IBS Network
- The Outside Clinic
- The Wave Project
- Thornbury Community Services
- Thyme Care Ltd
- TIAA Ltd
- Tolverth House
- Total Community Care
- Towednack Parish Council
- Transformation Cornwall
- Travellerspace
- Tregarne & Chy Koes Short Breaks
- Trelawney Care
- Tremenheere Home Care Ltd
- Trevanion House
- Truro and Penwith College
- Trythall Community Primary School
- U3a St Ives
- Unify Business Solutions
- United Response
- University Hospitals Trust, Plymouth
- University of Exeter Medical School
- University of Plymouth
- Victim Support
- Voluntary Sector Forum
- Volunteer Cornwall
- We Are With You (Addaction)
- West Cornwall HealthWatch
- West Cornwall Hospital League of Friends
- West Country Dental Care
- White Gold Cornwall CIC
- WILD Young Parents Project
- Women's Centre
- Xenzone
- Young and Yourself LGBTQ
- Young People Cornwall
- Zennor Parish Council

Appendix 2: The Cornishman article

Hospital closure row
Thursday 22 October 2020

A patients' health watchdog has accused NHS bosses in Cornwall of not being on the side of patients but kowtowing to the money men in London instead. West Cornwall HealthWatch (WCHW) accused NHS Kernow Clinical Commissioning Group (CCG) of only being interested in closing down Edward Hain Community Hospital in St Ives so it could sell off the building.

The watchdog said NHS bosses in the county had not really looked at bringing the 12 in-patient beds back into use, after closing the community hospital "temporarily" four years ago.

The Kernow CCG has issued a questionnaire asking residents to suggest uses for the hospital – so long as they don't involve reopening its in-patient beds.

Edward Hain Hospital was originally closed on the grounds of fire risk, and last month the CCG said reopening the in-patient beds was not an option.

However, podiatry and some mental health services remained on site – until the coronavirus outbreak in the spring of this year.

Peter Levin, from WCHW, said: "NHS Kernow must decide whose side it is on. Does it genuinely want to play a part in securing the best healthcare services for Cornwall's population, and good value for money, or is its role to act as the puppet of NHS England and NHS Property Services, closing hospital beds on any pretext and selling off land and buildings wherever it can to earn brownie points from people in London without bothering to explain to them what hardship that causes for older people in the far South West?"

The 100-year-old hospital, named after a son of St Ives who died in the Great War, used to have 12 in-patient beds, mainly used for 'step-down' patients – discharged but not yet medically fit to return home from Cornwall's main hospital in Truro.

Dr Levin said the watchdog had found that in 2019-20 some 75 local residents aged 65 or over who had been discharged from the Royal Cornwall Hospital in Truro had been sent far from their local area – some as far as Liskeard, 63 miles away.

This had happened at a very vulnerable point in their lives, when they could instead have come back to St Ives and stayed at Edward Hain Hospital had it been operational.

He said: "In the last year of Edward Hain's beds being available, hardly anyone was sent this far – not even to Falmouth, 24 miles away."

The CCG said it wanted to hear people's views on what to do with the hospital next, but insisted that the 12 in-patient beds would not be reinstated.

NHS Kernow is asking local people how moving more services out of Edward Hain Hospital will affect them.

The questions include: “If Edward Hain Community Hospital was not available, how would this affect you, your friends, family and community, and what might help with any concerns you have?”

“If we moved the podiatry clinics from Edward Hain Community Hospital to another location in St Ives, how would this affect you, and what might help with any concerns you have?”

“If we moved the mental health clinics from Edward Hain Community Hospital to another location in St Ives, how would this affect you, and what might help with any concerns you have?”

NHS Kernow’s Dr Neil Walden, Edward Hain clinical lead, said: “The work completed with the community stakeholder group so far has found that Edward Hain Community Hospital is no longer the best place for us to provide health and care.

“Our next step, in line with our promise to engage openly and transparently, is to seek the views of the wider community on this recommendation. This will provide everyone with the opportunity to comment and provide feedback ahead of this work coming to a conclusion.”

Jon Price, NHS Kernow’s joint director for integrated community services, said: “We are surprised and disappointed by the West Cornwall HealthWatch statement, which undermines the integrity of the way we have worked with local people to shape and inform discussions about community needs, including in relation to the future of Edward Hain Community Hospital.

“Whilst the recommendation from the local stakeholder group is that the hospital is no longer viable for the provision of health and care, NHS Kernow has not yet taken a decision and has at no stage given a preference that the hospital should close.

“We have spent considerable time working with members of the Penwith community including West Cornwall HealthWatch and the Edward Hain League of Friends and people who work in health and social care in the area. These people formed our community stakeholder group.

“We are very grateful for the time and commitment that members of the Penwith community gave whilst working with us on this piece of work, and we fully respect the credibility of the process, which has been praised by the Consultation Institute for its engagement of those who live and work in the locality.”

Dr Walden added: “The time and commitment of local health and care staff, working with local people, to determine the future of Edward Hain Community Hospital in the context of local health needs is something I am grateful for.

“It has been a genuine partnership endeavour, and has only been possible with the support and open mindedness of NHS Kernow, and to suggest otherwise appears disingenuous.”

People will have until November 4 to share their views with NHS Kernow on future care provision in St Ives and West Penwith.

The CCG said the feedback from this engagement would “help the Governing Body reach an informed decision later in the year about the future of the hospital”. For more information or to share views, visit the [NHS Kernow website](#).

Appendix 3: Edward Hain engagement poster

EDWARD HAIN COMMUNITY HOSPITAL HAVE YOUR SAY

We have worked with people in St Ives and Penwith. This work has told us Edward Hain Community Hospital is no longer able to provide health and care.

We want to make sure everyone has had a chance to get involved and share their ideas. We want to do this before NHS Kernow Clinical Commissioning Group's Governing Body makes a formal decision. To help us make a decision, we're asking the following questions:

- 1** If Edward Hain Community Hospital was not available, how would this affect you, your friends, family and community, and what might help with any concerns you have?
- 2** If we moved the podiatry clinics from Edward Hain Community Hospital to another location in St Ives, how would this affect you, and what might help with any concerns you have?
- 3** If we moved the mental health clinics from Edward Hain Community Hospital to another location in St Ives, how would this affect you, and what might help with any concerns you have?
- 4** Do you have any ideas about how we can continue to improve health and care services or access to these in Penwith and St Ives?

There are a number of ways you can tell us what you think.

**Join our virtual public meeting on
22 October 2020 at 5.30pm**
Type bit.ly/36puK7k into your web browser

Email kccg.engagement@nhs.net or visit bit.ly/30oWXaA for information.

We need to receive your comments by midnight on Wednesday 4 November.

