

CONFIDENTIAL

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MINUTES of the first meeting of the HPC Consultation Steering Group held at Park House, 184 Kennington Park Road, London SE11 4BU on **Tuesday 23rd April 2002.**

Present: Prof. Norma Brook Chairman
Miss Ann Foster
Mr Neil Willis
Prof. Rosemary Klem
Mr Colin Lea
Mr Steve Godber
Dr Sandy Yule
Mrs Barbara Stuart
Ms Jeanette Towey

In attendance: Mr Marc Seale
Mr Greg Ross-Sampson
Mr Chris Middleton
Ms Eleanor Price
Miss Cathy Savage

Item 1 APOLOGIES FOR ABSENCE

- 1.1 Apologies for absence were received from Prof. Diane Waller, Miss Morag MacKellar, and Miss Mary Crawford
- 1.2 The Secretary would circulate an updated contact list of members of the Steering Group.

ACTION: CS

Item 2 STEERING GROUP TERMS OF REFERENCE

- 2.1 The Group agreed the Steering Group Terms of Reference as:
 - .1 That the consultations process would be delivered by March 2003.
 - .2 That the quality of the document would be produced to a high standard and in plain English and should be available in appropriate languages.
 - .3 That the consultation process being undertaken by HPC would be completed on time and in a timely manner and that all outputs would be of a high quality.

Item 3 POINTS OF CONTACT

- 3.1 The points of contact within HPC were noted.

Item 4 INTRODUCTION TO THE CONSULTATION PROJECT

4.1 The Group received an introduction to the consultation project by Greg Ross-Sampson, Project Manager; points noted were:

- .1 The primary role of the Consultation Steering Group was to review and sign off the consultation document, taking ownership for it. In order for this to occur in a seamless fashion, it was important sanction was sought and given by Council. This would be referred to the Secretary to the Council for inclusion on the agenda for the Council meeting of 14th May 2002.**

ACTION: May Council agenda

- .2 The *project information process* chart which outlined the points of communication between Newchurch, the Consultation Document Project Team (CDPT), the Communications Team within HPC and the Steering Group.**

4.2 The Group recognised the importance of focusing all efforts including the inputs from the various Committees in order to meet the strict timetable and bring the consultation process to fruition. It was important that the Committee Chairmen reviewed all documents as expeditiously as possible in order to meet those deadlines.

Item 5 DRAFT CONSULTATION DOCUMENT

5.1 Marc Seale introduced an outline consultation document mock-up submitted by the external design team. The document would be produced in three parts:

THE MAIN DOCUMENT

Which will include:

- a CD ROM of the whole document (comments from the President, links to the outline survey, The Order in Council, Process Flow Document)
- Questionnaire

THE MINI PROSPECTUS

- Which will be a summary of the consultation document (comments from the President, key questions, summary)
- Will be sent to all registrants
- Include an outline of the role of the HPC
- Enquirers may request the main document

THE QUESTIONNAIRE

- 5.2 The contents of the *main document* would include:
- The HPC logo
 - An introduction from the President
 - An alphabetical list of all the consultation issues for ease of reference.
- 5.3 It was noted that the Communications Committee (who had previously met to review the document) would “own” the style, and format of the document. A question of costs arose regarding the format and finish to the document. It was agreed that the costs involved in producing such a publication was to ensure that this document should differ greatly from other consultation documents issued by other organisations. It was also intended to capture people’s interest and thus ensure as wide a consultation and involvement as possible.
- 5.4 The document would be available in several formats, including on the HPC Website, in Braille, on audiotape, and also in a format to meet the requirements for those for whom English was not the first language.
- 5.5 As part of the communications strategy it was noted that an initial distribution list would consist of:
- The mini-prospectus would be sent to all HPC Registrants
 - Professional bodies
 - Voluntary sector organisations
 - NHS Trusts
 - Patient Groups
 - Patient Advocate Liaison Services (PALS) (which had replaced the Community Health Councils)
 - Overseas regulatory authorities (possibly via video-conferencing to increase participation rather than the process being a one-way communication step); Some initial contacts had been made with corresponding authorities in Guernsey and Canada
 - Independent/Private sector organisations and Medical/Healthcare Insurance companies
 - Those on the list currently held by HPC.
- 5.6 It had been suggested that GP surgeries could also be targeted but that this would be an extremely immense task to undertake. It was envisaged that the consultation events being organised around the UK would provide the forum thorough which members of the general public could be engaged.

Item 6 THE HPC'S COMMUNICATIONS STRATEGY & ITS INTEGRATION WITH THE CONSULTATION EXERCISE

6.1 The Group received an interim report on the arrangements for the UK-wide consultation events:

- Provisional bookings had been made at a number of Thistle Hotels, which were chosen for their location within the towns/regions which the HPC wished to target. Each venue would be visited to assess their suitability.

ACTION: EP

- Cities/Towns to be targeted included:

WALES – Cardiff, Llandrindod + a rural location (perhaps Wrexham/Bangor/Llandudno *to be arranged*)
BELFAST + another location (Barbara Stuart agreed to assist in locating another suitable location in the Province)
SCOTLAND – Inverness, Edinburgh, Glasgow
BIRMINGHAM
LIVERPOOL
NORWICH
BOSTON (Lincs.)
LEEDS
MIDDLESBOROUGH
CARLISLE
EXETER
LONDON (several locations).

- The Consultation events would occur at two sessions per venue (10.00am and 7.00pm) from 1st July 2002 to 1st September 2002 (avoiding the month of August). The projected attendance at each venue was 50 attendees and would be open to all (general public and healthcare professionals). Attendance would be regularly reviewed to ensure that all those who wished to attend could be accommodated particularly at venues, which might be oversubscribed.
- **It was agreed that dates and locations, once finalised would be circulated to all members of the Group and members of Council. Council members would be asked to assist in terms of attending some of the consultation events.**

ACTION: EP

- Target mailshots of registrants in each locality would publicise the consultation events beings held.

- The Leeds and Edinburgh events had provisionally been scheduled to take place on Friday evenings, which would somewhat reduce attendance. It was agreed to find alternative dates for these venues. Alternative dates for the events to be held in Scotland would be also be sought as the provisional dates in July would coincide with Scottish school/educational establishments' holidays.

ACTION: EP

6.2 Advertising

6.2.1 Preliminary ideas for an advertising campaign included:

- A syndicated article to be written by a freelance journalist
- Video-conferencing
- Local radio stations.

An updated report would be presented by Chris Middleton at the next meeting.

ACTION: CM

Item 7 ANY OTHER BUSINESS

7.1 It was agreed that there should be mechanisms in place to keep in touch with consumer groups outside the scope of the consultation exercise. In this context it was noted that Council was to receive a presentation (*On the role of the regulator and its' relationship with consumer groups*) from Anna Bradley, Director of the National Consumers Council, at its meeting in June 2002.

Item 8 DATE OF NEXT MEETING

The second meeting of the **Consultation Steering Group** will be held in the Council Chamber, Park House, 184 Kennington Park Road, London SE11 4BU on **Tuesday 7th May 2002** from 10.30am until approximately 12.30pm. Lunch will be available.

CHAIRMAN