

# Case study: Full Service Consultation

## BEH Future: a bespoke consultation for Barnet, Enfield and Haringey Primary Care Trusts



Barnet, Enfield and Haringey PCTs ran an extensive consultation to involve the public in a difficult decision and achieved a great result in a challenging context

### What BEH wanted

Barnet, Enfield and Haringey Primary Care Trusts wanted to gather local residents' views on some big changes they were proposing – and to demonstrate that they were listening. The future of healthcare provision in the area was under debate, so BEH needed a high-profile, in-depth pre-consultation, built with levels of care and attention matching the seriousness of the issues involved.

### Why they got in touch

We were well-suited to take on this challenging project: our 'engage, inform, consult' model means we are experts at engaging someone's attention, giving them all the information they need to understand the options, then making it easy for them to give their opinions.

### How we helped them

BEH Future needed a dedicated website to make sure people knew the information was coming from an official source, and to create a space on the internet to use as an information point so they could post news about the project and strengthen their online presence.

Putting the case for change to the public was an important part of our brief. We worked alongside a leading market research company to create an online platform for engaging, informing and consulting local residents. The platform included:

- information pitched at several appropriate levels: users could either read a short summary of a particular topic, or download a PDF document containing comprehensive material

supplied by BEH, depending on time and prior knowledge

- a function whereby users could enter their e-mail address to register for updates, so BEH could send people information about the progress of the consultation and the proposed changes, or just let them know what was new on the site
- custom design and branding reflecting BEH NHS's image and concerns
- language options; the site and consultation were eventually produced in no fewer than eleven different languages, breaking down one more barrier to participation.

Outside this multiple-choice survey, BEH needed to know what people were thinking and saying, so we added a space for participants to raise other issues. We obtained measurable results

and, on top of that, an insight into what the public felt was most important to them on a personal level. The site was promoted widely through local media and people were told about it through targeted direct marketing, raising the profile of BEH Future's consultation.

**Your health Your future**  
Safer Closer Better

**See it in action:**  
[www.behfuture.nhs.uk](http://www.behfuture.nhs.uk)

## Why BEH were happy

This was an issue that many people felt strongly about and we gained some impressive results.

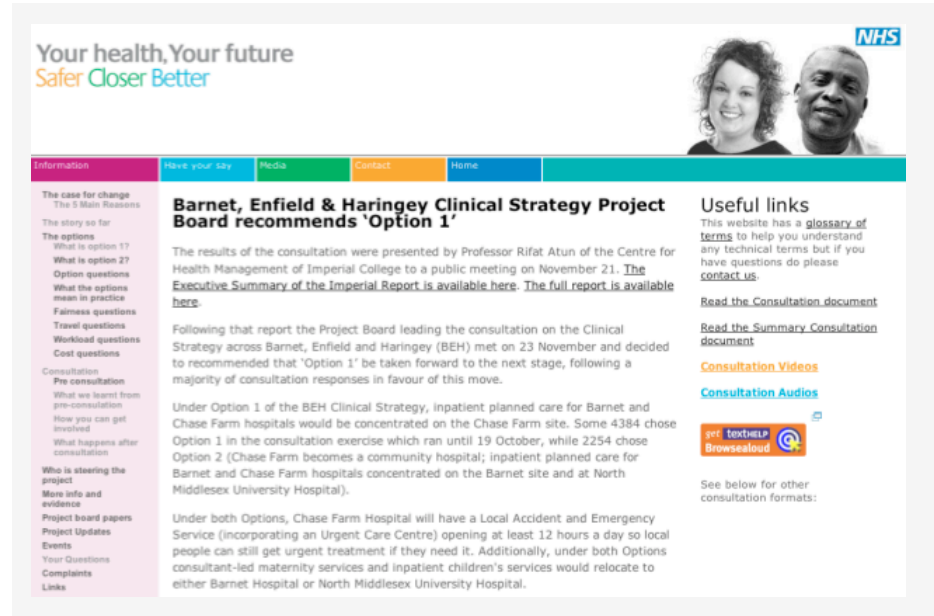
The site engaged over 10,000 unique users during the pre-consultation period and received hundreds of responses to the pre-consultation survey. Almost all of these came from the target area and helped BEH to understand how people felt and what they wanted from their primary care services.

Regular information updates on offline events were provided through the site, and the feedback from it was used to inform the formal consultation process which followed.

Delib was re-engaged by the Primary Care Trusts to conduct further online work for the phase two formal consultation elements of the BEH Future project.

*We are excited to be able to unveil this process to the public as we feel that it offers people an unprecedented level of involvement...we believe that this is the most open way to proceed.*

Carolyn Berkeley, Chair of the Project Board



The screenshot shows a website with the header "Your health, Your future Safer Closer Better" and the NHS logo. The main content area features a navigation bar with "Information", "Have your say", "Media", "Contact", and "Home". The central headline reads "Barnet, Enfield & Haringey Clinical Strategy Project Board recommends 'Option 1'". Below this, the text states: "The results of the consultation were presented by Professor Rifat Atun of the Centre for Health Management of Imperial College to a public meeting on November 21. [The Executive Summary of the Imperial Report is available here.](#) [The full report is available here.](#)" It further explains that the Project Board recommended "Option 1" based on 23 November meeting and consultation responses. A detailed description of Option 1 follows: "Under Option 1 of the BEH Clinical Strategy, inpatient planned care for Barnet and Chase Farm hospitals would be concentrated on the Chase Farm site. Some 4384 chose Option 1 in the consultation exercise which ran until 19 October, while 2254 chose Option 2 (Chase Farm becomes a community hospital; inpatient planned care for Barnet and Chase Farm hospitals concentrated on the Barnet site and at North Middlesex University Hospital)." A final paragraph notes that both options would include a Local Accident and Emergency Service. On the right, a "Useful links" section provides access to a glossary, consultation documents, videos, and audios.

## Talk to us

To chat through this project in more detail, or to see if we can help you in a similar way, get in touch with Gez »

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