healthwatch Bracknell Forest | healthwatch Hampshire | healthwatch Surrey | healthwatch Windsor, Ascot and Maidenhead

# Frimley New Hospital Community Engagement

**August 2025**

> Avoid using phrases like 'hard to reach' groups – they are not hard to find if you go to the community servicing them.

**If you would like a paper copy of this document or require it in an alternative format, please get in touch with us.**

# Contents

## Acknowledgements

This report has been compiled from in-depth conversations completed by Healthwatch Bracknell Forest, Healthwatch Hampshire, Healthwatch Surrey and Healthwatch Windsor, Ascot and Maidenhead (WAM). We would like to thank the partners for their cooperation and valuable contributions.

## Introduction

This report is designed to summarise the themes we heard from the groups we interviewed, who represent communities that often experience unequal access to health and care services. Whilst this report accurately reflects what we have heard, we are aware that it may not be representative of everyone's views. Please note that the terminology used in this report reflects the language of the participants and may not align with the terminology typically used by Healthwatch.

Frimley Park Hospital is seeking a new location to develop a new hospital and anticipates relocating to a new site in the future. The proposals for the new sites are not ready to go to public engagement yet. As part of their commitment to involving key stakeholders in the co-design of the engagement process, the Frimley New Hospital Programme (NHP) would like to conduct some pre-engagement with community groups. They have asked local Healthwatch to facilitate the engagement to help them understand the best ways to engage with the community when the involvement starts. (e.g. how best to engage, support needed, resources needed for accessible information, times of day, where to go to reach people, preferred methods for participating in engagement, barriers and challenges, how to get people interested and confident to share their opinions).

### Aims

- To have a number of semi-structured conversations with community group leaders and key community representatives to build an understanding of ways to engage with those most at risk of health inequalities and who may face barriers to participating and engaging.
- To build relationships with the community leaders ahead of the engagement work.

- To ensure that information is accessible and people feel able to engage when the involvement starts, these in-depth conversations will take place with a smaller number of people, with the aim of gathering feedback ahead of the wider engagement.

## Approach

Engagement has been conducted by Healthwatch Bracknell Forest, Healthwatch WAM, Healthwatch Surrey and Healthwatch Hampshire in the following key areas:

- Bracknell
- Windsor Ascot and Maidenhead
- Surrey Heath
- Farnham
- Aldershot
- Farnborough
- Rushmoor.

Healthwatch Surrey has coordinated the activity and collated the findings into a single overall report on behalf of all 4 local Healthwatch.

## Who we spoke to

The 4 Healthwatch prioritised the following priority populations (see appendix for list of organisations with contact details):

- People with English as an additional language
- People who face language or literacy barriers
- People with learning disabilities, sensory or physical disabilities
- Those experiencing homelessness
- People with additional communication requirements
- Unpaid carers
- Parents and carers with young children
- Young carers
- Young people
- People in deprived areas facing significant health inequalities.

# Findings

The findings are split into 3 sections. The first section looks at the common factors that apply to all the communities we spoke to. After this, there are 3 sections, the findings from the Healthwatch organisations are shown in the following order:

- Healthwatch Surrey
- Healthwatch Bracknell Forest and Healthwatch WAM
- Healthwatch Hampshire.

## Common findings

There are a number of common findings that were mentioned by all the groups we spoke to (and probably apply to most seldom heard communities you may approach). These are detailed below. In some cases, there may be additional details for a community group in the group-specific sections.

### Involvement costs

Out of pocket expenses should be reimbursed promptly for any community members who incur costs to attend an engagement activity. These usually include travel expenses, parking and the cost for any support required to attend.

> "If travelling to a meeting or consultation you need to factor in cost... If reimbursing people, please don't make them wait months, it should be really quick."
> **Surrey Coalition of Disabled People**

### The cost of involvement

Activities need to be funded appropriately so engagement can be inclusive, travel costs can be covered, and participants can be rewarded.

> "Proper funding for supporting any NHS consultation is important - consultation support is additional to the support work that Family Action does with young carers and families. Time and resources would need to be covered."
> **Family Action Windsor and Maidenhead Young Carers**

## Access requirements

Please be aware that there may be people who require access support in any group you visit. So, although some communities have provided more details on what these may be, you should check the access needs of all people attending. This also applies to translation for people whose first language is not English. Key areas to consider include access adjustments to meet the needs of people with sensory and cognitive impairments, learning disabilities and neurodiversity.

> "Showing some sort of video or visual is definitely really good because I think then you kind of are able to cater for all needs." (please note that videos should have sound and be captioned and have BSL to be fully inclusive)
> **Young Carers Hart and Rushmoor**

## Meaningful involvement

Involvement must be meaningful, i.e. 'we said, you did approach', and participants need feedback on resulting actions. All responses indicate frustration that the people who gave up their time to inform an involvement process have become disillusioned because they do not get any feedback about what difference it made. This discourages participation in future consultation or involvement activities, and reassurance will be needed that their voices will be valued and acted upon. Co-production and co-design were mentioned frequently.

> "Confidence develops if and when it is apparent that consultation is more than a tick box exercise. The feedback loop is so important – when, as part of the invitation to any conversation, any contact, the consulting organisation says what has happened since the last chat and how the feedback given previously is informing this next conversation, this next step."
> **Family Action Windsor and Maidenhead Young Carers**

## Trust

Trust is a critical element, and using community link organisations and community leaders is important.

> "The best way to build trust would be to make sure that the group actually hear back as a result of this bit of work. So telling them "This is what's happening because of what you said."
> **Macular Society**

## Plan ahead

Many of the groups hold meetings that external visitors can attend to conduct involvement activities. However, these are often booked up several months in advance, so allow time for the next available slot. It takes time to organise interpreters, such as BSL or carer replacement. At least 2 weeks' notice is recommended.

> "Would need interpreters - these are within the group but need advance notice to ensure availability."
> **Headquarters of the Brigade of Gurkhas**

## Mixed methods

Mixed method approaches are needed to be inclusive of those who are not digitally literate, to overcome language barriers, and to meet the needs of people with low literacy.

> "Some have received digital help, but a lot are not digitally connected."
> **Surrey Choices**

## Healthwatch Surrey findings

Healthwatch Surrey conducted interviews with leaders from the following groups:

- Unpaid carers – Action for Carers
- Disabled people – Surrey Coalition of Disabled People
- Nepalese people – Headquarters of the Brigade of Gurkhas
- Homeless people – The Hope Hub
- Ethnically minoritised communities – Surrey Minority Ethnic Forum (SMEF)
- People with autism and learning disabilities – Surrey Choices.

### 1. Unpaid carers

#### Involvement costs

Reimbursement of expenses plus replacement carer costs (£30 an hour).

#### Involvement reward

Food/refreshments appreciated, as are thank you vouchers.

#### Motivation

Knowing it has made a difference, a 'We said, you did' approach, meaningful activity and feedback.

#### Languages spoken

Predominantly English but may need to accommodate people with additional languages.

#### Languages read

Clear font, 14 point and plain English.

#### Preferred partners for the organisation (to reach carers)

- GP practices and GP liaison workers (there is a gap here as GP liaison workers do not cover Frimley).
- Dementia UK
- Veteran Listening Project
- Parkinson's UK.

### Best way to reach the community

- Online is preferred due to caring responsibilities.
- Provide evenings and weekend options for working carers.
- Notice is required (min 2 weeks).
- Carers could be met in person at the Camberley Hub on the 2nd and 4th Tuesday of the month.
- There is also an online support and information meeting for new carers or those working during the week on the first Saturday of each month.
- The Carers Forum is also a place where carers can be reached.

### Digital literacy and barriers to access

Varied, older generations may not own smartphones or tablets/laptops and do not have the required technology or internet access. (Tech Angels from Surrey Coalition of Disabled People may be able to assist). The cost of technology is a barrier.

### Direct communications that could be used

- There is a quarterly newsletter, published via Mailchimp (the September issue is finalised at the end of August/early September), as well as regular email opportunities.
- Action for Carers newsletter.
- Social media: Facebook and X.

### Best time of day

After 10 am, so carers can manage medication and getting up for the person they care for, and also so replacement carer support can arrive if needed. Evenings and weekends for working carers.

### Holidays, festivals, etc.

Usual UK holiday periods.

### Barriers to participation

- Cost of travel and difficulty travelling with the person they care for.
- Insufficient notice to make alternative arrangements such as carer replacement.
- Availability/cost of replacement care.
- Caring responsibilities as the carer may not be able to leave the person they care for.

### Communicating feedback and outcomes
Return to the same in person groups.

### Considerations
A different approach is needed for young and young adult carers (aged 18-24). See other entries for young carers.

## 2. Disabled people

### Involvement reward
Food and refreshments are appreciated, and food may be necessary if the event goes on for a long time. The standard involvement payment is £15 an hour.

### Motivation
What motivates is meaningful activity, being listened to and valued, co-production (not tokenism), and feedback. Often, people are not involved early enough for the activity to be co-produced.

### Languages spoken
Predominantly English, but there is a need to accommodate people with English as an additional language and other access requirements, such as BSL. NB: Notice is required to book a BSL interpreter, and an agenda is needed in advance of the meeting for the BSL interpreter to familiarise themselves.

### Languages read
English, in an accessible font and plain English style. There may be a requirement for Easy Read and other accessible formats.

### Format
Communication in a person's preferred choice, e.g. text messages, phone calls, large print, Easy Read. NB: Notice required to produce Easy Read.

### Preferred partners for the organisation (to reach disabled people)
- Surrey Coalition hold a database of members and professionals.
- Best way to reach the community: Online meetings (reduces cost and impact of travelling).

- There is also an online Monday social run by Surrey Coalition, which has a speaker slot.

### Other forums

There are quarterly forums such as:

- Long Term Neurological Conditions Group
- Hard of hearing Forum
- Surrey Vision Action Group.

### Digital literacy and barriers to access

Zoom, not Microsoft Teams, as it is more accessible. The tech team can assist, but access is varied, and many older people do not have a smartphone. NB: 200,000 people in Surrey are digitally excluded.

### Direct communications that could be used

- Weekly newsletter to members and professionals.
- Quarterly newsletter posted in print with Braille and audio versions.
- Surrey Coalition are starting a WhatsApp group which could be used when in place (not in place yet).
- Presence on Facebook, Instagram and TikTok.
- Regular email opportunities.
- Social media: Facebook and X.

### Best time of day

- Not before 9.30am to avoid school runs, care visits, etc. Additionally, bus passes cannot be used before 9:30am.
- Evening meetings required for some carers and working people.

### Holidays, festivals, etc.

Avoid August and Christmas.

### Barriers to participation

- Not using co-production guidelines
- Not providing necessary access requirements such as BSL interpreters
- Access to digital technology
- Cost of travel and limited bus services (often only one per hour) and change to Surrey Connect service, which no longer collects from people's homes.

### Communicating feedback and outcomes

Return to the Monday meetings to feedback actions and outcomes. An update can also be included in the weekly newsletter.

### Considerations

Some disabled people feel they are not involved early enough in the process. Co-production is valued. Experience is that nothing changes despite their commitment to being involved.

## 3. Nepalese people

### Involvement reward

Culturally, refreshments are welcomed because the community enjoy meeting and sharing food.

### Motivation

A 'we said, you did' approach' because in the past, they do not feel their input has had any impact.

### Language spoken

Nepali

### Language read

Nepali and English by younger people.

### Format

- In person preferred.
- Translated into Nepali if written (members can assist with this if sufficient notice).
- Good to communicate changes on screens in GP practices, hospitals and community settings.

### Preferred partners for the organisation

SMEF, Age Concern and Royal British Legion Surrey Hills.

### Best way to reach the community

- In person, at one of the regular meetings or their quarterly forum meetings.
- Coffee afternoons every Thursday at High Cross Church (Camberley).

- Camberley Learning Centre, offering English / IT lessons, Knit and Natter sessions with Age Concern, and The Brigade of Gurkhas Community Advice office. There are also walks in conjunction with Surrey Hills. NB: Provide as much notice as possible.

### Other remote ways to reach the community

Facebook, Viber (an app like WhatsApp), email, BFBS Gurkha Radio.

### Digital literacy and barriers to access

Must be in person. IT training is provided for older members but there will be some who are not digitally confident. Younger members are proficient.

### Best time of day

Many people are retired, so they can meet during the day, but for working people, it would need to be evenings and weekends.

### Holidays, festivals, etc.

Avoid Dashain and Tihar in early Autumn and Christmas.

### Barriers to participation

Limited bus services (only one an hour) so it is better to go to where people already meet.

### Access requirements

Language interpreters who are available in this group if sufficient notice is given.

### Communicating feedback and outcomes

Go to their meeting places.

### Considerations

Go to existing meetings, giving plenty of notice to help with attendance and ensure that interpreters are available.

## 4. Homeless People

### Involvement costs

Providing the cost of travel to attend the centre for an engagement event would be valued and increase attendance, plus food or sweet treats.

### Involvement reward

Vouchers for Greggs or Costa have worked well in the past.

### Motivation

Those who are willing or able (not under too many other pressures) to engage would welcome the opportunity. Being encouraged, listened to, acknowledged, thanked, and valued for their contribution. It is recommended that the engagement be held at The Hope Hub.

### Language spoken

Mainly English, but people from all over the world, for whom English is an additional language, use the service. Translators may be required.

### Language read

Mixed levels of literacy and languages.

### Format

Information is best communicated by The Hope Hub. They suggest a mix of verbal and written communication. Easy Read works well, and plain English short communications are required.

### Preferred partners for the organisation

The Hope Hub is the trusted local community organisation for the people they support.

### Best way to reach the community

The Hope Hub suggest they communicate information through their existing communication channels. They have a day centre and offer weekly drop-ins, as well as an outreach service that holds a drop-in at Old Dean. The times when someone could attend in person are: The Hope Hub Tuesday to Friday 10 am – 2 pm during Drop-ins and St Martins Church, Old Dean on Thursdays 10 am – 2 pm.

### Other remote ways to reach the community

A quarterly newsletter, Facebook, Instagram and LinkedIn. Citizens Advice, libraries and GP practices are good places to share information for the community.

### Digital literacy and barriers to access

Some people have smartphones or tablets, and The Hope Hub can lend laptops to people; however, this is only a minority of people. The Hope Hub says they can support online events through Microsoft Teams or Zoom, but it needs to be pre-arranged so they can provide technical support.

### Best time of day

Weekdays during the drop-in times. Some people may have part-time work.

### Holidays, festivals, etc.

None specified.

### Barriers to participation

Limited bus services, cost of transport, inaccessible communications and language barriers. Also, uncertainty about attending meetings and/or unfamiliar places and people.

### Access requirements

Appropriate accessible materials, translation, an informal approach, regular breaks for some people and time to build confidence for people to speak to a visitor.

### Communicating feedback and outcomes

Suggested this is done through The Hope Hub's existing communication channels, but also an option for people to opt in to receive emails directly if they choose.

### Considerations

It is vital to work directly with an organisation like The Hope Hub to reach people who may be experiencing multiple disadvantages. The Hope Hub builds trust and provides a safe place, which can help facilitate

conversations. It is also worth engaging with staff who can communicate wider themes and considerations of the people they are supporting.

## 5. Ethnically minoritised communities

### Involvement reward

Vouchers, possibly for a local supermarket.

### Motivation

A 'we said, you did' approach as in the past they do not feel they have been listened to.

### Language spoken

Urdu, Hindi and Nepali.

### Language read

Some elders can read Urdu, but many have literacy issues. Translation can often be wrong.

### Format

Video or in person. If producing flyers (to promote a survey) include QR code. Most will then use Google Translate.

### Preferred partners for the organisation

Have local and national partners and close links with faith leaders.

### Best way to reach the community

By coming to where people are already meeting. There are 63 groups across Surrey, about 4 in the Surrey Heath area. People are then in a position to provide feedback in their own environment. SMEF can help by encouraging them to provide feedback and allaying any fears of repercussions. They also have a number of forums.

### Other remote ways to reach the community

Facebook and WhatsApp.

### Digital literacy and barriers to access

Must be in person. Very little is done online, although younger people are more digitally literate.

### Best time of day

Anytime but evenings and weekends for working people.

### Holidays, festivals, etc.

Avoid Ramadan, but some people might still take part.

### Barriers to participation

Limited bus services, cost of transport and language barriers.

### Access requirements

Interpreters – ideally, use the group leaders. Approach to the engagement – trust is an issue, and people do not like to complain; they will just nod and say everything is fine, so SMEF suggest that they support any meetings to facilitate collaboration with the groups to get meaningful feedback.

### Communicating feedback and outcomes

Go back to the groups to provide verbal feedback or via short videos.

### Considerations

The communities may feel unable to be honest for fear of authority or feeling ungrateful. Icebreakers are important, and when discussing a tricky subject, for example, mental health, consider talking about wellbeing instead of mental health. Ensure you are covered up, as being dressed inappropriately might make someone not talk with you for fear of being disrespectful. Avoid terms like 'hard to reach'.

## 6. People with autism and learning disabilities

### Involvement reward

Food treats, not monetary vouchers.

### Motivation

Validation, feedback- reassures them they have been listened to.

**Language spoken**
English, BSL and Makaton.

**Language read**
Easy Read.

**Format**
Video or in-person. If doing a survey, use Easy Read (surveys are good for working people).

**Preferred partners for the organisation**
Valuing People groups across Surrey.

**Best way to reach the community**
Visiting Speaking Up advocacy groups and community hubs in Camberley and Farnham. The Hub in Camberley hosts regular meetings and forums. There is a bi-annual parent email, and one-off email can be arranged.

**Other remote ways to reach the community**
Social media through Surrey Choices.

**Digital literacy and barriers to access**
Must be in person. Older parents are not digitally connected.

**Best time of day**
After 9.30am (earliest) but preferably after 1.30pm.

**Holidays, festivals, etc.**
In August, there are a lot of trips out. Avoid Christmas.

**Barriers to participation**
A lot of people associate the hospital with ill health and anxiety; therefore, talking about a hospital can make them anxious and worried.

**Access requirements**
Surrey Choices has its own in-house transport, which they are happy to take people somewhere to take part, and this is free. However, they need notice.

### Communicating feedback and outcomes

Through the staff at Surrey Choices.

### Considerations

There are many communication adjustments that may be required for this audience, and we would recommend working closely with the organisation.

## Healthwatch Bracknell Forest and Healthwatch WAM findings

Healthwatch Bracknell Forest conducted interviews with leaders from the following groups:

- Deaf people and those who are hard of hearing - Bracknell Area Deaf & Hard of Hearing Support Group (BADHOGS)
- People with sight loss and sight deterioration - Bracknell Macular Society Support Group
- People with learning disabilities - Be Heard Bracknell
- People with dementia – Bracknell Forest Dementia Carers

Healthwatch Bracknell Forest conducted interviews with leaders from the following group:

- Young carers - Family Action Windsor and Maidenhead Young Carers

### 1. Deaf people and those who are hard of hearing

#### Involvement reward

None specified.

#### Motivation

- Evidence that the voices of Deaf and hard of hearing people are being listened to.
- Feedback on previous engagements would help. Need a commitment that the group will receive feedback.

#### Language spoken

English and BSL.

#### Language read

BSL has a different structure from written English, and some people may need a translator to access written materials.

#### Format

Both written and verbal communication should always be supported by BSL, whether via video or attending a group in person. There are a variety of needs within the group; some are hard of hearing, some are profoundly deaf.

Therefore, some form of signage is required to supplement other communication methods.

### Preferred partners for the organisation

The Bracknell Forest Council (BFC) Sensory Needs team has approximately 80 people registered with them, but only about 25% of these people are represented in the group. Therefore, it would make sense to link with BFC so they can share communications and messages.

### Best way to reach the community

Visit the BADHOGS group in person on the 4th Monday of the month (except August and December) from 1:45-3:45 pm at Birch Hill Community Centre. Involve coordinate the largest network (VCSE Alliance) and BFC as mentioned above.

### Other remote ways to reach the community

Newsletters may be accessed by some people (but share a draft before final version). BSL supported video is needed to be inclusive of all.

### Digital literacy and barriers to access

Varied digital literacy and BSL interpreters required.

### Best time of day

BADHOGS meetings as above.

### Holidays, festivals, etc.

The group does not meet in August and December.

### Barriers to participation

External people need to come to the group with a BSL interpreter and a prepared presentation. The presenter needs to have an understanding of the needs of the people in the group. Visits to the group need to be planned ahead because the group's meeting agendas are organised at least 1 to 2 months in advance.

### Access requirements
BSL interpretation, advance planning and a BSL interpreter (2 if a long meeting) brought by the external person.

### Communicating feedback and outcomes
Need to commit to coming back to feedback. They are happy to pass on small amounts of information, but someone needs to come back and formally communicate outcomes.

### Considerations
External person to bring their own interpreter. If the session is long, then 2 may be needed, as it can be tiring. It is important to take time to understand the community they will be visiting – do not just turn up and assume a standard presentation will work. There are different challenges around hearing difficulties. Comprehensive information needs to be provided in advance on what they want to discuss, bringing own BSL interpreter would help with this as BADHOG interpreter would be hearing/understanding everything for first time. Bringing own interpreter also shows willingness to support/listen.

## 2. People with sight loss and sight deterioration

### Involvement reward
None specified.

### Motivation
Navigating health settings and accessing hospital information is difficult for people with sight loss and deterioration; so, any opportunity to provide insight and change approaches is welcomed. A commitment to return to the group and provide feedback would be valued.

### Language spoken
English is the primary language, but the group is inclusive of people from all communities, so translation may be needed.

### Language read
In English, but access requirements may include large print, text to speech, electronic formats compatible with screen readers, audio, etc.

### Format

Prefer in-person discussions with a trusted representative and an opportunity to ask questions and comment. The coordinator can verbally share updates, but it is best to contact her to discuss what needs sharing and how best to do it.

### Preferred partners for the organisation

The members trust the Bracknell Macular Group and welcome visitors to their monthly meetings. Visitors include a range of charities and providers. They also trust Healthwatch Bracknell Forest, BFC and Involve.

### Best way to reach the community

The group meets monthly on the 3rd Monday of the month from 10:30 am - 12:30 pm, at Binfield Club Roundabout Crossroads, Forest Road, Bracknell, Berkshire RG42 4HP. A Group Lead is available to support the group.

### Other remote ways to reach the community

Via the group lead.

### Digital literacy and barriers to access

Very few members are digitally literate. The best way to share information is through the group lead, who will update the group verbally.

### Best time of day

At the group meetings.

### Holidays, festivals, etc.

The group does not meet in August and December, and speakers are booked several months in advance. In August, there are a lot of trips out. Avoid Christmas.

### Barriers to participation

Independent travel. The members of the group are transported by a subsidised minibus to their monthly meetings.

### Access requirements
Large print is helpful for some members; other accessible formats, as stated. And avoid digital meetings or communications.

### Communicating feedback and outcomes
In-person at group meetings is preferred and makes the members feel valued.

### Considerations
A speaking slot needs to be booked several months in advance.

## 3. People with learning disabilities

### Involvement reward
None specified.

### Motivation
To have their voices heard and for this to have an impact on the new hospital plans. To receive feedback on the difference they have made in an accessible way.

### Language spoken
English – plain English without acronyms and jargon that follows the Accessible Information Standard (AIS). The use of pictures and symbols can aid understanding.

### Language read
Easy Read.

### Format
Easy Read and plain English in-person verbal communication.

### Preferred partners for the organisation
The Bracknell Forest Learning Disability and Partnership Board. Ideally, someone from Frimley should also attend the partnership board in person to give updates.

### Best way to reach the community

In person at the self-advocacy Learning Disability group called 'People Power'. They meet on the first Tuesday of every month from 10 – 11.45am at the Bracknell Council offices in Times Square. The Advocacy People can arrange opportunities to visit the group.

To reach those who support individuals with a learning disability, the best option is the quarterly Learning Disability and Autism Partnership Board.

### Other remote ways to reach the community

In person is best, and remote meetings are not possible because of digital literacy. Easy Read newsletter could be sent to the relevant groups.

### Digital literacy and barriers to access

Digital formats and remote online meetings are not accessible.

### Best time of day

See above for details of the People Power meeting.

### Holidays, festivals, etc.

Avoid August.

### Barriers to participation

Need to book a slot to speak to the group at one of their meetings at least 2 months in advance. Digital communications are not accessible.

### Access requirements

Easy Read format for any printed or presentation materials, or plain English assisted with pictures and symbols.

### Communicating feedback and outcomes

Need to commit to returning to the group with feedback and outcomes. This has often not happened in the past, and the group are frustrated by this.

### Considerations

This group cannot travel, so need to go to one of their meetings.

## 4. People with dementia

### Involvement reward

No incentives were mentioned, but a strong focus was placed on co-production, being involved from start to finish, and understanding the difference their contribution makes.

### Motivation

To feel that they are part of a process that will make a difference and to get feedback on how their contribution has impacted plans.

### Language spoken

Currently the attendees are mainly English White British, but translators would be needed if someone joined who was not an English speaker.

### Language read

As above.

### Format

Easy Read was preferred. Carers have very limited time to read communications, and plain English, concise and without jargon, is essential. This is also more accessible to people with dementia.

### Preferred partners for the organisation

The support group called Bracknell Signal 4 Carers. They do a lot of work supporting carers of people with dementia.

### Best way to reach the community

There are 3 options (contact Karen for more details):

- a group every Monday for carers and people with dementia from 10.30am – 12noon. It is very well attended, but engagement would be at tables around the pub. The meeting place is the Admiral Cunningham pub, Priestwood Court Road, Bracknell, RG42 1TU.
- The twice-yearly Bracknell Dementia Forum. This event is typically held in April and October and usually takes place at Easthampstead Baptist Church, Hill Road, Bracknell, RG12 7NS. This is very well attended.
- The 'Dementia Voices' group, which is a small group of carers but very active in service improvements and welcome service representatives attending.

### Other remote ways to reach the community

Communications can be sent to Karen, Dementia Co-ordinator for Bracknell Forest, who works in the older person mental health team. There is a regular newsletter. Karen also shares dementia related information with Bracknell Council, who then disseminates it to local residents via digital communications.

### Digital literacy and barriers to access

Whilst the majority of dementia carers are not digitally skilful or enabled, there are some who are, e.g. working carers and those who cannot come to a group meeting. They would value having the option to be informed digitally, e.g. via Microsoft Teams or Zoom.

### Best time of day

Avoid 8 – 10am each day as people get up and get ready for the day. Carers of people with dementia would find it difficult to travel to an external event, and therefore, the best option to reach the community is at the weekly or bi-annual meetings (see above).

### Holidays, festivals, etc.

August and December groups are quieter.

### Barriers to participation

Digital communications are only accessible to a minority (but valued by those who cannot attend in-person events and are digitally connected). Some do not have transport, and travelling by public transport with a person with dementia to a new place can be very difficult. Time is limited, and replacement care can be a barrier.

### Access requirements

Easy Read and materials that are inclusive, concise and jargon-free.

### Communicating feedback and outcomes

To go back to the meetings attended and provide feedback on outcomes

### Key figures

Karen White, coordinator of Bracknell Forest Dementia Carers

### Considerations

The carers of people with dementia clearly like to have a voice in service change. They are willing to give their thoughts and opinions, but it is important to revisit the groups and explain what changes they have contributed to, and to check if the plans are right for this community.

## 5. Young carers

### Involvement reward

Vouchers have been offered in the past for consultation activities, but participation has been quite low. They suggest a survey as a good method to engage. Consider a random draw to receive a voucher for completed surveys.

### Motivation

To feel that they are part of a process that will make a difference. To get feedback on how their contribution has impacted plans.

### Language spoken

Currently operate in English but would like the process to be fully inclusive and to be able to offer translation and to meet any access requirements for in-person and remote activities.

### Language read

As above.

### Format

Plain English in a style appropriate to young people and visual materials, including short videos similar to Reels (90 seconds long). Family Action have Youth Ambassadors who could provide advice on materials.

### Preferred partners for the organisation

They have a mailing list of young carers and families, and also a Young Ambassadors group meeting (school term time only).

### Best way to reach the community

It would be best to have Family Action facilitate any contact due to the young age of some carers and associated data protection and safeguarding issues.

To get children and their parents to attend a consultation event in person, it is best to make it part of a fun event such as a Christmas party. Note, times of day that are accessible.

### Other remote ways to reach the community

Via Family Action's database and surveys, Facebook and Instagram.

### Digital literacy and barriers to access

Most have access to a smartphone. This audience can be reached using remote meeting software such as Zoom. Family Action are aware of the few exceptions who cannot access remote meetings and can make alternative arrangements for them.

### Best time of day

Needs to accommodate school hours, children's bedtimes (some children will be quite young) and working parents. Also, avoid school holidays. The best options are 4.30pm or 5.30pm and provide food so that the children and parents can eat while they are there.

### Holidays, festivals, etc.

Avoid the school term holidays of Easter, summer and Christmas. School half term holidays are not so problematic. Also, be aware of cultural and religious holidays, such as Ramadan, when families cannot attend.

### Barriers to participation

Inaccessible or age inappropriate materials. Activities that clash with school or are during the main school holidays, and that do not consider working parents' availability.

### Access requirements

Inclusive materials and activities providing Easy Read, access adjustments for people with sensory Impairments, and to meet the requirements of neurodivergent people.

### Communicating feedback and outcomes

In the same way as the consultation, making sure that there is direct communication with Family Action.

### Key figures

Contact Family Action to engage with the Youth Ambassadors.

### Considerations

Proper funding for supporting any NHS consultation is important - consultation support is in addition to the support work that Family Action does with young carers and families. Time and resources would need to be covered.

## Healthwatch Hampshire findings

Healthwatch Hampshire conducted interviews with leaders from the following groups:

- People with learning disabilities - Parkside Aldershot and District Learning Disability
- Young carers - Hart and Rushmoor Young Carers
- People with sight loss – Macular Society Hampshire
- Young people (mainly 11-18 years old) – Vision 4 Youth
- Families – Home Start.

### 1. People with learning disabilities

#### Involvement reward

This group is not asking for financial rewards directly but offering a voucher that a family member could use may be motivational.

#### Motivation

Feedback, which could be circulated as a document and/or email to the families or the Facebook page, which is well used.

#### Language spoken

English speakers at present.

#### Language read

Easy Read and pictorial communications.

#### Format

Easy Read materials, lots of pictures and plain English without acronyms or jargon. Many people will receive support from a friend or family member to complete a survey or read information, so be clear about what is wanted. Make it relevant and something they can relate to, such as what makes them feel relaxed or welcome.

#### Preferred partners for the organisation

Not aware of other organisations that are supporting members, but they may have input from adult social care, and some live in assisted housing, which may provide supporters.

### Best way to reach the community

A mixed approach is needed. An information pack for users of the centre that they can take home and share with their families would be good. Some people visit the centre, and there may be an opportunity to speak to people there. However, reaching families at pick up and drop off may be more effective. The organisation felt that the families would be best placed to respond as they would have experience of hospital visits with a person with a learning disability. An event could be arranged for family members at the centre, but this has not been tried before. Families can also be reached through email and social media.

### Other remote ways to reach the community

Facebook page with a link to the information and a survey.

### Digital literacy and barriers to access

Not used currently and only accessible to some.

### Best time of day

Many friends/family members have caring responsibilities during the day and evenings plus some work, so drop off and pick up times is an opportunity to communicate with them.

### Holidays, festivals etc.

Summer and Christmas holidays are busy times.

### Barriers to participation

- Limited time for friends/family members.
- Information not being accessible to people with learning disabilities.

### Access requirements

Easy Read, pictures, plain English with no jargon or acronyms.

### Communicating feedback and outcomes

In the same way that people have taken part, e.g. if through Facebook, provide feedback on Facebook, if in person, then verbally in the same way.

### Considerations

This group has not been involved in a consultation before, so it is difficult to say how the users would respond. However, it is felt that they would have a lot of relevant experience to share. Engage with the group leader early in the process to ensure the pitch and content are appropriate.

## 2. Young carers

### Involvement reward

A voucher or food works well for the young people. Offering to contribute to the cost of hiring and running the centre is appreciated.

### Motivation

Feedback and illustrating what difference the young people have made. The contact gave an example of someone who consulted with the group and then came back with a leaflet they had produced with quotes from the young people. This made the young people feel listened to.

### Language spoken

The primary language is English.

### Language read

English, but there are some people with special educational needs, learning disabilities, so this needs to be accommodated.

### Format

Videos or visual things work best and stimulate conversation. Good to do something fun, such as a game or a challenge.

### Preferred partners for the organisation

They are part of Hampshire Young Carers Alliance. Other youth organisations include:

- Fleet Phoenix and Yateley Open Access youth groups
- Vision 4 Youth (50 to 150 young people coming through in one evening)
- Rushmore Borough Council Youth Voice group
- The website 'Hearts for Herts' is good for getting information out
- Hart Voluntary Action is good for links to the community, and they are the host organisation for young carers in the area
- The Hampshire Parent Carer Network is also used by families.

### Best way to reach the community

In person at Mayfield Community Centre in Farnborough. The sessions run here after school. You can visit the sessions on Tuesday, Wednesday and Thursday evenings. Tuesdays are juniors up to Year 6; Wednesday group is the senior group from Year 7 to 10, and on Thursday is young adult carers from Year 11 and above up to the age of 20. For individuals aged 20 and above, a separate meeting is held, as they have different needs and require specific support.

### Other remote ways to reach the community

Email to parents of members. They do not have a newsletter or a social media presence. The children are used to scanning a QR code and completing a short survey (and there is IT they can use at the centre) but keep it to about 5 minutes to complete.

### Digital literacy and barriers to access

It is better to meet the young people in person; it is more interesting and engaging than remote meetings, in which they are not really interested.

### Best time of day to attend

The after school sessions during term time.

### Holidays, festivals, etc.

Avoid summer and Christmas school holidays.

### Barriers to participation

The service provides transport for the young people, so it is best to visit the centre rather than ask them to travel somewhere.

### Access requirements

This is respite time for the young people, so do not take up too much time – maximum of 45 minutes. It is a good idea to arrive half an hour early and join in games with them, so they get to know you a little better.

### Communicating feedback and outcomes

Go back to the group and share what you have done with the information the young people provided.

### Considerations

Hampshire Parent Carer Network were contacted but did not reply, probably because of summer work pressures; however, this group would be good to approach.

## 3. People with sight loss

### Involvement reward

They do not require an involvement reward, but a contribution to the group, such as biscuits to share, would be appreciated.

### Motivation

Feeling their contribution has been listened to and made a difference is important; ensure to provide feedback.

### Language spoken

All English speakers at present.

### Language read

English in large print but different sizes are required by different people, so ensure to ask the group.

### Format

Large plain font, good contrast (black on white or yellow) and good lighting. The members are older people (75 to 100 years old). Reading large amounts of information can be challenging, so verbal communication is often more effective. Podcasts or recorded information can also be effective if provided on a memory stick. Diagrams and pictures are difficult to see, so use them sparingly. If using a PowerPoint presentation, all content on the slide must be described for individuals who cannot see it. Some members also have hearing loss to consider.

### Preferred partners for the organisation

FATN Talking News, who cover the Surrey and Hampshire borders, is popular and a good way to reach the audience. Also, the Eye Clinic Liaison Officers for the area.

### Best way to reach the community

There are various local groups that meet in different spaces, such as libraries, church halls, and coffee shops. Local group leaders are volunteers and can be reached by contacting the area coordinator.

### Other remote ways to reach the community

Via email and mailing out memory sticks – coordinate through local area coordinator.

### Digital literacy and barriers to access

They have no experience of using remote meetings as the groups are designed to alleviate isolation so meet in person. Some have smartphones but there is no common social media for the groups.

### Best time of day

It depends on the group, but generally during daylight hours and weekdays.

### Holidays, festivals, etc.

It is more difficult for people to get out in the winter, when the light can be poor.

### Barriers to participation

Inaccessible materials, too much reading, noisy environments (because of hearing loss) and venues that are not suitable, e.g. where there is no clear signage or contrast in the décor. Venues also need to be accessible, whether by bus routes or with parking.

### Access requirements

Large plain print, good contrast between print and paper, audio communications and accessible venue as described. Macular Society offer visual awareness training.

### Communicating feedback and outcomes

In person, or the response could be sent by email to the group leader in Large Print format (check font size required). The group leader could provide feedback to the group verbally because it is quite hard for people with sight loss to read, and it takes a lot of effort for the members.

### Considerations

If asking people to attend an event outside of their usual group meeting, ensure access to good bus routes, parking, and that the venue is accessible to people with sight loss (good signage, lighting and contrast).

## 4. Young people

### Involvement reward

Food such as pizza or chocolate works well.

### Motivation

Feedback about the difference they have made.

### Language spoken

English

### Language read

English

### Format

There can be some written material, but fun and interactive activities work best. Visit the centre, and the youth workers will be available to support you. Start with something to engage them, and then you can chat about the subject. If too much like a school lesson, then they will get bored quickly. The example was given of building a graffiti wall.

### Preferred partners for the organisation

Fleet Phoenix

### Best way to reach the community

In person at the centres on Monday to Thursday inclusive during term time, but not on Fridays, as this is a different format and the young people have more independence. In the summer holidays, there are opportunities to engage the young people during the day. Their main youth centre is in Yateley, and, in addition, they run a couple of youth clubs from a church in Derby Green. They run six groups a week in term time on Monday to Friday evenings – four nights a week in Yateley and twice a week in Derby Green. Each club is slightly different, and different young people go. Weekday

evening clubs are term-time only. There is also a summer holiday club running throughout August. There is not much else for young people in the area.

### Other remote ways to reach the community

Most have smartphones, and they communicate on Instagram. They will access information or surveys through a QR code.

### Digital literacy and barriers to access

They do not do any online remote activities with the young people.

### Best time of day

During the centre's opening times.

### Holidays, festivals, etc.

Busy during the summer holidays.

### Barriers to participation

Must be relevant and engaging to the young people and delivered in an interactive way.

### Access requirements

Age appropriate.

### Communicating feedback and outcomes

Return to provide feedback.

### Considerations

They have not done something like this before so cannot share previous successful approaches.

## 5. Families

### Involvement reward

Has worked well before, suggested a voucher for children related products such as nappies or food.

### Motivation
They would like to hear about the outcomes of engagement but need to balance the amount of information against the people's time to read or take in communications.

### Language spoken
Predominantly English, but some Nepali and Southeast Asian clients may require translation.

### Language read
As above.

### Format
In plain and clear English and infographics. Important to keep messages clear and simple as they are supporting neurodivergent family members. Retention of information is poor, so repetition of messages is good. Some families may have low literacy levels. Do not use audio formats.

### Preferred partners for the organisation
They work very closely with the health visiting team and align themselves with their messages. Citizens Advice is very important. Barnardo's Vine Centre in Aldershot, food banks, community pantries and mental health teams are all close partners. Families are primarily referred by health teams and community mental health services.

### Best way to reach the community
To visit groups in Rushmoor.

### Other remote ways to reach the community
Through Facebook, WhatsApp and Instagram. Communication via WhatsApp receives good engagement.

### Digital literacy and barriers to access
They answered no to reaching the community through remote meetings.

### Best time of day
No meeting before 10 am and avoid school drop-off and pick-up times. The service operates on weekdays.

### Holidays, festivals, etc.

September and the lead up to Christmas should be avoided.

### Barriers to participation

If visiting a group, there should not be any barriers, but due to the challenges of looking after children and some parents having mental health challenges, there is quite a high number of no shows. It may take more than one visit to see all the group members.

### Access requirements

None specified apart from the communication guidance outlined above. Most access the service online on a smartphone, so materials need to be compatible with mobile devices.

### Communicating feedback and outcomes

To go back to the group.

### Considerations

The priority of this group is to look after their children, and they are often coping with conflicting demands so Home Start did not feel there would be key figures who would have the capacity to become more involved.

## Summary comment

"I have been involved in quite a lot of co-production work in the past in relation to carers of people with dementia. And the feedback from people that have been involved in co-production, is that they really want to feel part of any changes that may affect them, but that doesn't mean just giving their feedback and not knowing what happens thereafter. **So, it's about being involved from the beginning, right throughout the process."**

- Bracknell Forest Dementia Carers

# Appendices

## Organisation details for groups interviewed

| Organisation Name and location | Community profile |
|---|---|
| **Bracknell Area Deaf & Hard of Hearing Support Group (BADHOGS)**, Bracknell Forest | Deaf and Hard of Hearing |
| **Bracknell Macular Society Support Group**, Bracknell | People with sight loss and sight deterioration |
| **Bracknell Leaning Disability Be Heard Group**, Bracknell Forest | Learning Disability |
| **Bracknell Forest Dementia Carers** Bracknell Forest | Carers of people with dementia |
| **Family Action Windsor and Maidenhead Young Carers**, Windsor and Maidenhead | Young carers |
| **Action for Carers** Surrey | Carers |
| **Surrey Coalition**, Surrey | Disability |
| **Headquarters Brigade of Gurkhas**, Surrey Heath, Camberley, Aldershot and Rushmoor | Nepalese |
| **Surrey Minority Ethnic Forum SMEF**, Surrey | Represents over sixty multiethnic community and voluntary groups in Surrey. |
| **Surrey Choices**, Camberley and Farnham | We support adults with a range of needs, mainly those with learning disabilities and/or autistic people. |
| **The Hope Hub** | People affected by homelessness |

| Organisation Name and location | Community profile |
|---|---|
| Camberley and Surrey area | |
| **Home Start,** Hampshire | Group for families |
| **Parkside Aldershot and District Learning Disability**, Hampshire - Aldershot | Learning Disability |
| **Young Carers Hart and Rushmoor**, Hampshire | Young Carers |
| **Macular Society**, Hampshire (National organisation with local support groups) | People with sight loss |
| **Vision 4 Youth**, Hampshire | Young people's group 11-18 year olds. One project works with 25. |

## Survey or interview questions

### Background:

- What would motivate your community to take part in engagement around the new hospital? (e.g. incentives, etc.)
- What would make people in your community feel confident that their input will be listened to and acted upon? (to help understand perceptions of NHS trustworthiness and previous engagement experience).

### Communication:

- Languages spoken e.g. English, Urdu, BSL, Punjabi; Nepalese; Polish; Ukrainian
- Languages read e.g. English, Polish, Easy Read
- In what format would future communications about proposed change need to be in?
  a) Written communication (e.g. Easy Read, plain English, audio, translated to another language, infographic/visual)
  b) Verbal communication (e.g. translated into another language or presented by a trusted member of the community)

c) Other (please specify).

## How to reach the community

- Do you have preferred or trusted local organisations (e.g. community leaders/representatives, faith centres, charities, businesses) who could help share communications/messages about the new hospital?
- Could we reach your community in person, at a place where they meet? (Please explain where, e.g. community hub or group meeting/temple/mosque.)
- If an external person comes to join the group, does that need to be someone from their community or not? (any cultural considerations to be taken into account e.g. clothing etc.)
- Details of when and where the meetings take place?
- Are there existing events, forums, or networks we could attend or use to share information? (e.g. any ready made opportunities for outreach)
- Could we reach communities through direct communications, please explain how? (e.g. newsletter from community group or mailing from a service, social media / WhatsApp groups etc.)
- Could we reach communities through remote online events, such as Zoom or Microsoft Teams? Please explain how this would be best organised, would online work for the community?
- What level of digital access/or confidence is use of digital do people in your community have? (e.g. smart phone use, WIFI access, joining a meeting online)

## Time of day

- What is the best time of day and days of the week to reach the community? (e.g. mornings or weekends, does this differ for different members of the community e.g. male/female, working not working etc.)
- Are there any community holidays, festivals (if relevant) or times of year the community may be less likely to engage?

## Access requirements

- Please describe the main access requirements for this community e.g. consider transport costs, bus routes etc.

- Please describe the main barriers/challenges for this group when taking part in consultations/engagement to give feedback e.g. translation required)
- Any digital barriers to be aware of, which are specific to the community (e.g. use, cost, availability of technology)

### Outcomes

- What would be the best way to share outcomes and updates with your community after they've taken part?
- Are there any key figures or people in your community who would like to be recontacted to take part in ongoing engagement?
- Any further knowledge or insight from the local HW not covered in this interview but maybe aware of through other experience or events.

### Other

Please describe any other considerations not already covered.

## Other useful organisations

- INVOLVE community services run twice yearly VCSE networking meetings for local VCSE groups (email: reception@involve.community or phone 01344 304404).
- Frimley/VCSE alliance meet every other month. The contact email for the lead is info@frimleyvcsealliance.org.uk

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Every 3 years we perform an audit so that we can be certain of this.

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