



**Developing Access & Response Services**

Closure of Rotherham Access and Response 999 Communications Centre

**Feedback and Findings from the Public Consultation**

4 September 2007

## Contents

1. Introduction .....	page 2
2. Background .....	page 2
3. Consultation – Proposal and Benefits .....	page 3
4. Overall Responses .....	page 5
5. Summary of Communication with External Stakeholders .....	page 5
6. Summary of Responses from Staff and Unions .....	page 8
7. Summary of Media Activity .....	page 9
8. Key Themes .....	page 10
9. Summary .....	page 18
10. Next Steps .....	page 18
11. Appendices .....	page 19

## **1. Introduction**

This report brings together the feedback from the public consultation on the Trust's plans regarding the development of its Access and Response services – specifically the proposal to close the Rotherham Access and Response 999 Communications Centre.

The Yorkshire Ambulance Service (YAS) Board should take this feedback into consideration when making their decision on whether or not to proceed with the proposal.

## **2. Background**

In July 2006 three ambulance trusts merged to form Yorkshire Ambulance Service. Following the merger the new trust found itself with three Access and Response Communications Centres – one from each of the previous Trusts.

The Trust therefore undertook a thorough review of these three existing centres to consider what long term structure and facilities would be required for the future.

The YAS Board considered three options at their meeting on 28 February 2007. These were:

- Option 1 Do nothing
- Option 2 Reduce from 3 centres to 2
- Option 3 Reduce from 3 centres to 1

Option 2 was agreed subject to the outcome of a public consultation.

### **3. The Consultation**

A consultation document was prepared summarising the proposal, its benefits, predicted impact and how people could make their views known.

An overview of the proposal and key benefits are noted below as a reminder of the key points in the consultation document.

#### **The Proposal:**

Yorkshire Ambulance Service NHS Trust proposes to develop, over time, two large Access & Response Communications Centres which include expanded emergency and urgent care services for the public and other health service providers.

To achieve this, the Trust will close the current facility in Rotherham and relocate its service to an expanded centre in Wakefield. This should be complete by Spring 2008. Overtime a second, new, long-term centre will be established in the north of the region.

#### **Benefits:**

The changes proposed will realise the following benefits:

- Provide a consistent telephone service for patients who need urgent care.
- Enable YAS to benefit from economies of scale in overheads and management costs that will help it improve its financial position. Longer term, this will free up resources to strengthen clinical effectiveness and the quality of the service we provide.
- Improve resilience and business continuity – should there be a failure at one of the centres, calls can be switched to the other centre.
- Provide the best possible working environment for staff – Wakefield will be a state of the art call centre and offer staff plenty of new opportunities to develop their careers
- Create an infrastructure that is flexible enough to take advantage of future opportunities for service development and integration with other local health care services. This is in line with the challenges set by the 2005 Department of Health strategy, 'Taking Healthcare to the Patient', *Transforming NHS Ambulance Services*'.

The consultation ran for twelve weeks commencing 4 May 2007 and ending 27 July 2007. Staff and stakeholders were made aware of the consultation via the following methods:

- Letter and face-to-face presentation to staff (and unions) affected by the closure
- Notification to all YAS staff via internal staff bulletin
- Letters to 67 external stakeholders (including local libraries who would make the document available to the public)
- Presentations from senior managers to stakeholder groups
- Press release to local and regional media
- Publication of document on YAS intranet and Internet site.

All responses were processed through a dedicated consultation co-ordinator to ensure all feedback was recorded in a consistent format in preparation for analysis and the production of this report.

**See appendix 1a for full list of external stakeholders notified and responses.**

**See appendix 1b for a full list of internal stakeholders notified and responses.**

**See appendix 2 for a list of media activity.**

**See appendix 3 for a schedule of meetings.**

#### 4. Overall responses

- Overall there were 31 responses received to the consultation from the following key groups: 19 from external stakeholders
- 8 from patients/external stakeholders not individually notified by YAS
- 4 staff /staff side

There were 14 negative responses and 16 positive or neutral responses with 1 response classified as not applicable as it was based on a misunderstanding regarding the consultation proposal.

#### 5. Summary of communication with and responses from external stakeholders

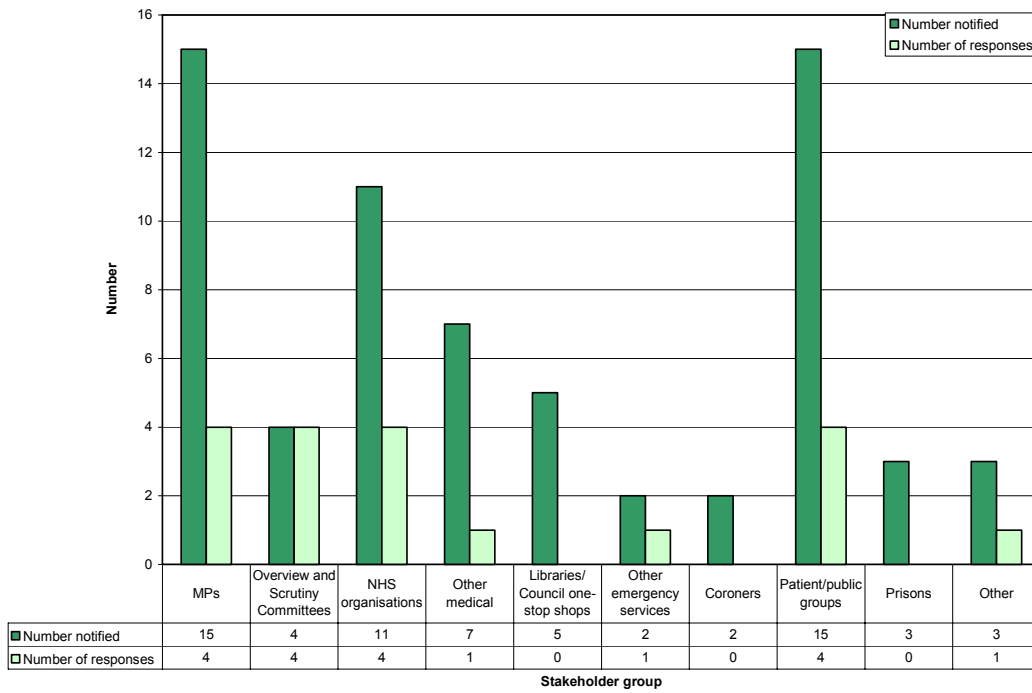
Table 1 summarises the external groups/individuals notified of the consultation and the number of responses received.

**Table 1 Responses from external stakeholders notified by YAS**

Group	Group Detail	Number notified	Number of responses	Positive	Negative	Neutral
MPs		15	4 (Joint letter counted as 3 responses)	0	4	0
Overview and Scrutiny Committees		4	4	1	1	2
NHS organisations	Including SHA, Trusts, PCTs and NHS Direct	11	4	1	0	3
Other medical	Out-of-Hours and Local Medical Committees	7	1	0	0	1
Libraries/ Council one-stop shops		5	0	0	0	0
Other emergency services		2	1	0	0	1
Coroners		2	0	0	0	0
Representative patient/public groups	Including PALS	15	4	2	0	2
Prisons		3	0	0	0	0
Other		3	1	1	0	0
<b>TOTAL</b>		<b>67</b>	<b>19</b>	<b>5</b>	<b>5</b>	<b>9</b>

Graph 1 shows the responses against those notified.

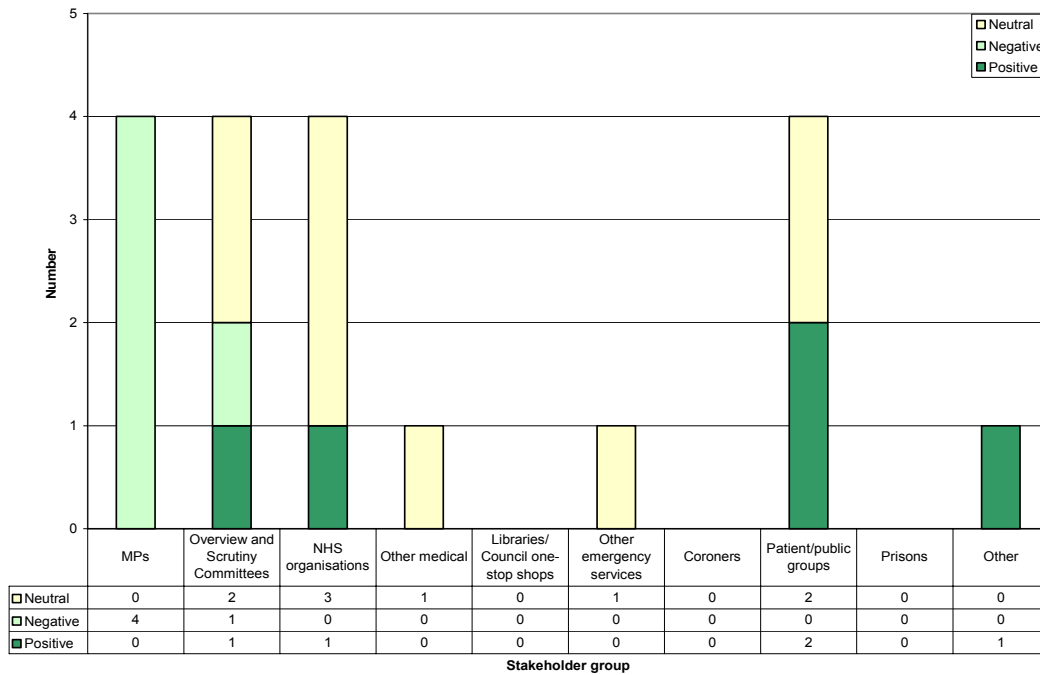
Graph showing number of responses compared to number of stakeholders notified



Graph 1

Graph 2 shows the views expressed by stakeholder group (those notified by YAS).

Graph showing views expressed by stakeholder group



Graph 2

Feedback and Findings from the Public Consultation on the Closure of Rotherham Access and Response Communications Centre

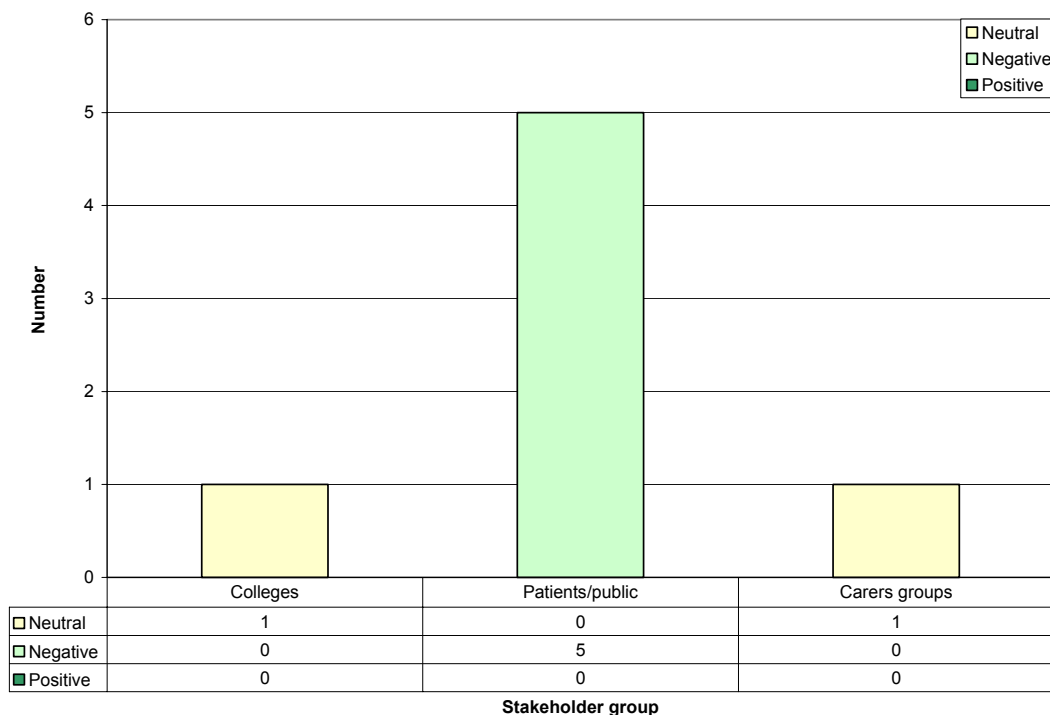
Table 2 shows a summary of responses received from patients/public and stakeholders not individually notified by YAS.

**Table 2 Responses from patients/external stakeholders not individually notified by YAS**

Group			Number of responses	Positive	Negative	Neutral
Colleges			1	0	0	1
Individual patients & members of the public	* 1 response based on misunderstanding so N/A		6*	0	5	0
Carers groups			1	0	0	1
<b>TOTAL</b>			<b>8</b>	<b>0</b>	<b>5</b>	<b>2</b>

Graph 3 shows the views expressed by stakeholder group (those not notified by YAS).

**Graph showing views expressed by stakeholder group**



Graph 3

## **6. Summary of responses from staff and unions**

### **Staff affected**

No responses were received from staff directly affected in Rotherham, although Staffside representation was received.

0 responses

### **Other YAS staff**

Of YAS's approximate 3500 staff who received notification of the consultation via Operational Update, two responded. These responses were negative.

2 responses - negative

### **Unions**

YAS recognises three unions however one of these is temporarily derecognised. Those unions still recognised were formally notified about the consultation.

UNISON ran a campaign to keep the communications centre open. This included several days of action within the local South Yorkshire town centres, a petition (not presented to YAS but claimed to have 5000 signatures) and a local media campaign. UNISON also secured support for their campaign from the Uniformed EMTs and Paramedics at New York City Fire Department.

2 responses - negative

## 7. Summary of media activity

YAS issued a press release announcing the start of the consultation on 4 May 2007. Other media activity resulted from the UNISON campaign and publicity surrounding opposition to proposal by Rotherham Members of Parliament (MPs).

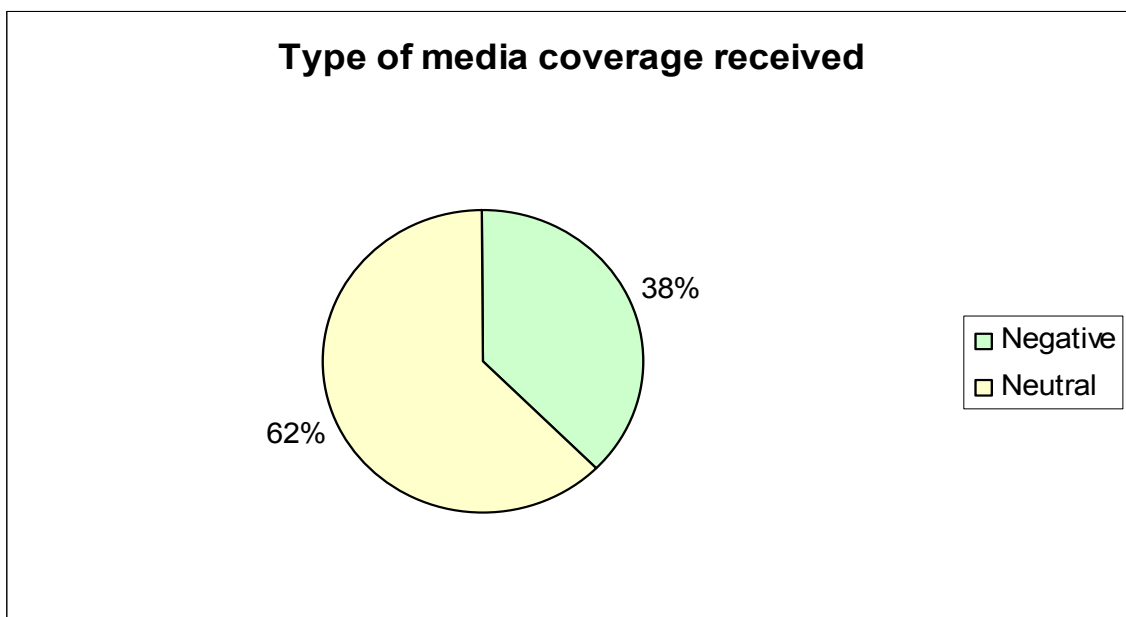
Number of media hits: 8

By Media Type	
Local Newspaper	5
Regional Newspaper	1
Regional Website	1
Local Radio	1

By Region	
Yorkshire/South Yorkshire Wide	2
Sheffield	1
Rotherham	3
Rother Valley	2

Positive/Negative/Neutral	
Positive	0
Negative	3
Neutral	5

Graph 4 shows the percentage of media coverage received by type



Graph 4

## 8. Key Themes

The feedback from the consultation included both supportive comments along with comments of concern.

The themes in relation to the supportive comments are noted below:

- Agreement with rationale (cost/performance)
- Engagement over consultation process positive
- Recognition of YAS's commitment to deliver the best possible service for Yorkshire and pursuing a programme of continuous improvement.

The comments of concern have been analysed from both the meetings and other responses and the following recurring topics emerged:

- Reliance on IT
- Loss of local knowledge
- Loss of jobs from the local economy
- The effect on staff and an increase in the Trust's carbon footprint
- Reduction in performance
- The consultation process
- The proposal is about saving money.

Specific comments and questions raised are detailed in the table overleaf along with the Trust response.

## Key Themes - comments/questions of concern and Trust's response

Questions/Comments	Source Ref No	Response
Reliance on IT		
<p>1. IT systems are not infallible.</p> <p>2. If the Rotherham Centre is closed what contingencies are in place should the system fail?</p> <p>3. What would happen if the digital radio system failed?</p> <p>4. Satellite navigations are not reliable and are getting stolen so can't be relied upon.</p>	<p>7, 8, 9, 10, 11, 15, 20, 21, 22, 25</p>	<p>1. Reducing the number of Communications Centres from three to two allows YAS to invest in modern (more resilient) systems as well as maintaining more than one physical location. Under the new proposal, in the event of IT equipment failure or in the event of evacuation at one site, calls would be switched to the other site. The service also has additional business continuity plans that include working from other YAS buildings, special communication centre vehicles and through manual maps, telephones and radios in a disaster recovery scenario.</p> <p>2. This is answered in question 1 above.</p> <p>3. The digital system is a new national system being introduced by the Department of Health and it will replace the analogue systems during 2008. The radio system emerged as a recommendation for the emergency services following the 7 July events in London and provides national coverage unlike the existing service which is limited to local areas only. YAS has a variety of methods of communicating with crews: mobile phones, mobile data and radio systems. Should the digital radio system fail YAS will continue to communicate with crews via other methods.</p> <p>4. YAS is working with police and the crown prosecution services to ensure criminal acts on the ambulance service are followed up and published to reduce crime levels. If systems are removed from vehicles the communication centres can, if necessary or the rare occasion, give ambulance crews verbal directions to locations using detailed mapping systems and tracking that identifies the ambulance location. Satellite Navigation equipment is relatively new and whilst it provides an additional support to Ambulance crews it does not replace their local area knowledge from working there on a day to day basis.</p>

Questions/Comments	Source Ref No	Response
<b>Loss of local knowledge</b>		
5. Technology cannot replace local knowledge. What happens when the caller does not know their location?	1, 5, 7, 8, 9, 10, 12, 13, 14, 16, 17, 18, 19, 21, 22, 23, 25, 28, 29	5. YAS receives information on a caller's location based on their telephone number. These are automatically pin-pointed on YAS's mapping systems as an address (if landline) or grid reference (if mobile). Working with this information, staff in communications centres manage the dispatch of ambulances through desks covering specific localities. Staff usually work on a particular locality desk ensuring they have/develop knowledge about the area. They can also quickly call on the experience of local ambulance staff whose local knowledge will be unaffected by the proposed changes. The exact location of YAS vehicles can always be pinpointed using detailed mapping and tracking systems.
6. The police service centralised their call centres and encountered problems. Will this happen with the ambulance service?		6. We are unable to comment on the police call handling arrangements.
7. What processes will be put in place to maintain a good working relationship in South Yorkshire to ensure knowledge of local pathways and to develop the urgent care services in the future?		7. Yorkshire Ambulance Service has five dedicated assistant directors supporting service delivery in an area of Yorkshire (North Yorkshire, Bradford & Calderdale, Leeds & Wakefield, South Yorkshire and Hull & East Riding). Working alongside these assistant directors are our business development teams and our pathway developers who continually work with local providers to create new services that improve the care of the patient through the most appropriate resource within the health economy. This includes regular contact with groups such as overview and scrutiny committees, commissioners and local NHS organisations across the whole YAS region – including South Yorkshire.

Questions/Comments	Source Ref No	Response
Loss of jobs from the local economy		
<p>8. YAS has not considered the economic impact of the closure and the loss of 'fair pay' jobs in the local area.</p> <p>9. Why does YAS not develop a new facility in South Yorkshire?</p> <p>10. Will you be recruiting for the new Wakefield site from the South Yorkshire area?</p> <p>11. Why have you not honoured pledges made during the Ambulance merger process regarding not downgrading services in part of the region and moving them to where the management are?</p>	<p>1, 7, 8, 10, 13, 15, 18, 21</p>	<p>8. To maintain skills and experience within the service, YAS will be offering staff currently working at the Rotherham Communications Centre options to relocate to Wakefield or look at redeployment within YAS in the South Yorkshire area. We are also currently recruiting over 170 additional front line paramedics into the service throughout Yorkshire – a proportion of these will work in South Yorkshire.</p> <p>9. There are no funds for building a new facility in South Yorkshire. YAS has to make the best use of resources and the existing facilities at Wakefield have capacity to be expanded.</p> <p>10. All posts for YAS are advertised within NHS jobs and we welcome applicants from all areas within Yorkshire and beyond.</p> <p>11. YAS is not aware of specific pledges although the proposal to close Rotherham supports YAS's long term pledge to improve services to patients.</p>

Questions/Comments	Source Ref No	Response
The effect on staff and increase in the Trust's carbon footprint		
<p>12. Has YAS considered the impact on staff having to travel longer distances to work on the motorway with the increased dangers and implications of tiredness?</p> <p>13. If staff have to re-locate how will they be supported?</p> <p>14. How do staff feel and will they be redeployed if they can't move?</p> <p>15. Will staff be made redundant?</p>	<p>1, 7, 8, 10, 14, 15, 18, 19, 21, 22, 23, 24, 28, 29</p>	<p>12. The Trust will work with the unions and staff regarding shift patterns to minimise the effects of extra travel, whilst meeting the demand of the service.</p> <p>13. Staff will receive excess travel reimbursement and a specific agreement is being discussed with staff side regarding travel costs for staff transferring to Wakefield.</p> <p>14. The staff within our communication centres provide an excellent service to the public and naturally with all the change there has been a level of anxiety. We have been working with staff and Unions and will continue to do so to ensure staff are supported through the process and redeployed if they are unable to relocate.</p> <p>15. It is hoped that YAS will be able to retain all staff within the service through either relocation or redeployment.</p>

Questions/Comments	Source Ref No	Response
Reduction in performance		
<p>16. If the closure goes ahead would the service be able to cope with an emergency like the Hillsborough disaster or recent floods?</p> <p>17. How will the bigger area be supervised?</p> <p>18. How can YAS reassure residents that the service will not deteriorate?</p> <p>19. Does this affect the Patient Transport Service in any way?</p>	<p>1, 4, 6, 7, 8, 9, 10, 12, 14, 17, 19, 20, 24, 27, 28</p>	<p>16. YAS's proposal to move from three to two communications centres would result in strengthened call handling capacity – and so improve our ability to cope with an emergency situation. YAS has a dedicated emergency preparedness department that provides a framework by which our operational service can respond to major incidents/emergencies 24x7 in line with the civil contingencies act. YAS attends all local resilience forums with other emergency services and has local emergency planning centres in key areas; for South Yorkshire this is based in Sheffield. Local incident rooms can be set up in all areas of the county for YAS and the wider health economy.</p> <p>17. A new structure will be introduced within the two centres that will provide effective support for staff. In addition there will be additional roles in the new Access and Response structure for more audit and training to support staff to ensure continued service improvement.</p> <p>18. This proposal is about improving the service to the public and YAS will monitor all performance targets to ensure it meets the terms of service agreements with Primary Care Trusts (PCTs). YAS will also work with the Patient's Forum and use other feedback to monitor patient's experience.</p> <p>19. The patient transport service is unaffected by the proposals.</p>

Questions/Comments	Source Ref No	Response
<b>The consultation process</b>		
20. The consultation appears to be a paper exercise. Has the decision already been made?	1, 2, 3, 5, 7, 8, 16, 19, 20, 27	20. YAS is following national and Strategic Health Authority (SHA) guidelines on consultation. All comments will be considered by the Board before making the decision.
21. The consultation does not comply with section 11 of the Health & Social Care Act.		21. YAS is following national and SHA guidelines on consultation. All comments will be considered by the Board before making the decision.
22. The consultation document and options appraisal did not provide sufficient information. Why does it not include a business plan, operational risk assessment and an economic assessment?		22. The consultation document was designed to be accessible to a wide range of stakeholders and members of the public. It aimed to give an overview of the proposal and seek feedback. The more detailed options appraisal covered the key points considered necessary by the Board to make their decision.

Questions/Comments	Source Ref No	Response
The proposal is about saving money		
23. South Yorkshire was in the black prior to the recent merger. It appears that the South is subsidising other areas.	3, 8, 9, 10, 13, 17, 19, 20, 21, 27	23. The decision to merge the three former trusts into YAS was taken by the Department of Health to improve overall patient services and value for money. YAS acknowledges the financial deficit for this financial year and has plans in place to turnaround this position. Significant financial improvements have been made since the merger against a backdrop of improvements in service performance across Yorkshire.
24. If the Rotherham Centre is owned and Wakefield and York leased why can't a new building be purchased locally as there are many investment opportunities in the area?		24. As a publicly funded organisation YAS has a responsibility to deliver value for money. The detailed options appraisal demonstrated that developing two facilities in York and Wakefield – in particular, optimising use of existing space and facilities in Wakefield – was the best option in this respect. It allows YAS to realise the benefits of economies of scale through running larger centres and reduce its building costs. YAS will use these savings to support improvements to service delivery and patient care.
25. It appears that the objective is selling Rotherham which is commercially attractive to release finance and that the decision has nothing to do with efficiency and quality of service?		25. As noted above, YAS has a responsibility to deliver value for money and savings achieved will be used to support future improvements to service delivery and patient care.

## **9. Summary**

Compared to the number of individuals/groups notified about the consultation, a relatively low number of formal responses were received. Less than half (45%) of the responses received were negative compared to 52% neutral or positive (3% not applicable).

Within the group of people opposed to the closure, some strong negative arguments were put forward. In particular, from MPs, Rotherham Overview and Scrutiny Committee and UNISON. These focused on loss of local knowledge, impact on staff and impact on the Rotherham/South Yorkshire economy.

While the majority of feedback was positive or neutral, it is important to note that this support is with the caveat that YAS delivers on its commitment to maintain and improve service levels. In particular, that service levels in South Yorkshire should not suffer if the proposal goes ahead.

## **10. Next steps**

The YAS Board will decide whether or not to proceed with the closure at their meeting on 19 September.

This decision will be communicated to staff, stakeholders and the media – including everyone who has responded to the consultation. YAS will respond to any outstanding issues raised during the consultation and not addressed in this report in separate correspondence.

## **11. Appendices**

**Appendix 1a: full list of external stakeholders notified and responses**

**Appendix 1b: full list of internal stakeholders notified and responses**

**Appendix 2: list of media activity and coverage**

**Appendix 3: schedule of meetings**

**Appendix 1a**  
**Full list of external stakeholders notified and responses**

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>MPs</b>	Michael Clapham	B						
	Jeff Ennis	B						
	Eric Illsley	B			Y	18	Concurs with statement issued by Rotherham MPs	Negative
	Ed Miliband	B						
	Rosie Winterton	B						
	Kevin Barron	B			Y (Joint letter)	15	Joint statement opposing closure	Negative
	Caroline Flint	B						
	John Healey	B			Y (Joint letter)	15	Joint statement opposing closure	Negative
	Denis McShane	B			Y (Joint letter)	15	Joint statement opposing closure	Negative

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>MPs cont.</b>	Clive Betts	B						
	David Blunkett	B						
	Richard Caborn	B						
	Nick Clegg	B						
	Megg Munn	B						
	Angela Smith							
<b>Overview and Scrutiny Commitees</b>	Rotherham	Bespok e	Y	35	Y	8	The panel does not support the proposal	Negative
	Doncaster	F	Y	26		14	Not opposed but seeking reassurance on specific issues	Neutral
	Barnsley	F	Y	17		20	No objection in principle	Neutral
	Sheffield	B	Y	17		17	The closure will be in the longer term in the best interests of service delivery	Positive

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
SHA	Yorkshire and the Humber	B						
PCT Communications Lead	Barnsley	D						
	Doncaster	D						
	Rotherham	D						
	Sheffield	D						
PCTs	Barnsley	B						
	Doncaster	B						
	Rotherham	B			Y	28	No objections	Neutral
	Sheffield	B			Y	12	Recognises the merits of the closure but requires reassurance on specific issues	Neutral

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>NHS Trusts</b>	Barnsley Hospital Foundation Trust	B						
	Doncaster and Bassetlaw Hospitals Foundation Trust	B			Y		Not opposed but with some reassurances on specific issues	Neutral
	Doncaster and South Humber Healthcare Trust	B			Y		Supports the proposal	Positive
	Rotherham Hospital Foundation Trust	B						
	Sheffield Teaching Hospitals Foundation Trust	B						
	Sheffield Children's Hospital	B						
	Sheffield Care Trust	B						

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>Libraries</b>	Barnsley Reference Library	E						
	Doncaster Reference Library	E						
	Rotherham	E						
	Sheffield	E						
<b>Fire and Rescue</b>	South Yorkshire Fire and Rescue	B						
<b>South Yorkshire Police</b>					Y	22	Not opposed but gave warnings about potential issues from own experience of rationalising own communications centres	Neutral
<b>Coroners</b>	Doncaster & Rotherham	C						
	Sheffield & Barnsley	C						

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>Patient Advice and Liaison Service (PALS) Leads</b>	Barnsley, BDGH & PCT	C						
	Doncaster, Hospitals	C						
	Rotherham PALS Network (Rotherham Hospital and Rotherham PCT)	C	Y	8	Y	5		Positive
	Sheffield, Teaching Hospitals	C						
	Sheffield Children's Hospital	C						
	Sheffield Care Trust	C						
	Doncaster PCT	C						
	Sheffield PCT	C						

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>Local PPIFs</b>	North Bank Forum - YAS Forum	B	Y (YAS PPIF AGM)	19		7	Agreement with the rationale for closure	Positive
	<b>Carers Federation</b> Forum for Rotherham PCT & Rotherham Hospital	B			Y	24/25	Some concerns about reliance on Sat Nav systems and loss of local knowledge	Neutral
	<b>Carers Federation</b> Forum for Sheffield PCT, Sheffield Hospitals, Sheffield Care Trust, Sheffield Children's Hospital	B						
	Barnsley PCT, Barnsley Hospital, Doncaster & Bassetlaw Hospitals, Doncaster PCT, Doncaster & South Humber Healthcare Trust	B						

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>NHS Direct</b>		B						
<b>LMCs</b>	Barnsley Local Medical Committee	B						
	Doncaster Local Medical Committee	B						
	Rotherham Local Medical Committee	B			Y	4	No objections subject to assurance that there will be no reduction in service	Neutral
	Sheffield Local Medical Committee	B						
<b>Out of Hours Services</b>	Primecare Barnsley & Rotherham	C						
	Danum Doctors Doncaster	C						
	Gp Co-op Sheffield	C						
<b>Rotherham Health Network</b>	See below for membership list	G						
<b>Sheffield Council, Howden House</b>		B						

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals notified about consultation</b>								
<b>Independent Complaints Advocacy Service</b>	Carers Federation	G						
<b>Prisons</b>	HMP & Young Offenders Institutue	C						
	HM Young Offenders Institute	C						
	HM Prison Moorland	C						
<b>Highways Agency</b>		C						
<b>Ambulance Service Association</b>		Email only			Y	2		Positive
<b>MOD</b>		B						

Stakeholder Group	Stakeholder	Letter	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
<b>Groups/individuals not individually notified about consultation</b>								
<b>Colleges</b>	Thomas Rotherham College		Y		Y	1	Instead of retraining staff the money should be used to upgrade the Rotherham Centre	Neutral
<b>Patients/ members of the public</b>	Sheffield resident				Y (phone)	3	The closure is being used to address a financial deficit accrued from other areas	Negative
	Rotherham resident				Y	6	Misunderstanding that YAS is closing Rotherham ambulance station - opposed to this closure	N/A
	Rotherham resident				Y	9	Loss of local knowledge will result in poorer service for South Yorkshire	Negative
	Doncaster resident				Y	13	Concerned about loss of local employee	Negative
	Sheffield resident				Y	19	List of concerns about resilience, impact on staff and loss of local knowledge	Negative
	YAS Patient Participation Forum		Y		Y	12	Some concerns about use of IT and that money saved should be used locally. Acknowledgement that location of Comms Centre not vital	Neutral
<b>Carers groups</b>	Rotherham Crossroads		Y		Y	23	Concerned that loss of local knowledge will result in delays to response times	Neutral

**Appendix 1b**  
**Full list of internal stakeholders notified and responses**

Staff/Union Group	Staff/Union name	Letter/briefing	Meeting	Number of people attending meeting	Response	Source Ref No	Key Points	Overall View Positive Negative Neutral
Union	UNISON - YAS Branch	A			Y	10	Organised campaign including 'day of action' and petition to oppose closure. UNISON report 5000 signatures to petition but the physical document has not been passed to YAS. Main concerns are loss of local knowledge, disruption to working lives of staff and loss of jobs in South Yorkshire	Negative
						11	UNISON obtained support from their campaign from the President of Uniformed EMTs and Paramedics at New York City Fire Department.	Negative
	GMB	A						
Staff	All YAS staff	Update in weekly staff briefing 'Operational Update'					Copy of YAS press release, 4 May 07.	N/A
					1 - North Area	17	Disagrees that reducing the number of communications centres will improve capacity or resilience. Accuses YAS of taking a short term view based on cost	Negative
					1 - North Area	29	Concerns include loss of local knowledge	Negative
	YAS staff working at Rotherham Communications Centre	A	One-to-one meetings with HR					N/A

## Appendix 2 Full details of media activity and coverage

### Proactive

Activity	Date		Source Ref No	Key Points
Press release	04-May-07			Start of consultation

### Coverage

Media	Date	Coverage	Source Ref No	Key Points	Overall View Positive Negative Neutral
Rotherham Star	14-May-07	Ambulance HQ campaign		Covers UNISON campaign. ICT Director Keeley Townend quoted regarding YAS case.	Neutral
BBC Radio Sheffield	12-Jun-07	Interview for breakfast show		ICT Director Keeley Townend explained YAS case. Sean Hobson from UNISON explained why they were holding a day of action.	Neutral
Rotherham Advertiser	15-Jun-07	Public backs union campaign		Covers UNISON campaign and opposition of Rotherham MPs to YAS proposal	Negative
Rotherham Star	15-Jun-07	MPs uniting to save 999 calls centre		Covers MPs opposition to YAS proposal	Negative
Dinnington & Maltby Guardian	15-Jun-07	Keep Rotherham ambulance centre open		Opinion piece by Rotherham MP Kevin Barron. Focuses on economic impact of job losses	Negative
Dinnington & Maltby Guardian	22-Jun-07	Threat to 999 centre		Covers Rotherham MPs opposition to proposal but also key points of YAS case	Neutral
Yorkshire Post	05-Jul-07	Council to question 999 centre closure		Reports on Barnsley OSC's scrutiny of plans	Neutral
The Star (web: South Yorkshire)	06-Aug-07	"Join fight for 999 centre"		Reports on Unison activity in Sheffield city centre	Neutral

**Appendix 3  
Schedule of meetings**

May	Time	Venue	Organisation
14/05/2007	12.45pm	Thomas Rotherham College, Moorgate, R'ham	Thomas Rotherham College
21/05/2007	9.15am	R'ham PCT, Oak House, Bramley, R'ham	Rotherham PALS Network
30/05/2007	10.30am	Carlton Park Hotel, Moorgate Rd, R'ham	YAS PPIF AGM
31/05/2007	10 - 10.30am	Rotherham Town Hall Council Chambers	Rotherham OSC
<b>June</b>			
12/06/2007	2.00pm	The Mansion House, 2 Priory Place, Doncaster,	Doncaster OSC
25/06/2007	2.00pm	Sheffield Town Hall	Sheffield OSC
<b>July</b>			
09/07/2007	2.00pm	Barnsley Town Hall	Barnsley OSC
19/07/2007	6.00pm	Talbot Lane Centre	Patient Participation Group