

## ‘Shaping a healthier future’ Consultation: Further Information on Responses

14.12.2012

This paper has been prepared following clarifications requested by members of the JCPCT at their meeting of 6 December 2012.

Information was requested on the following points:

- A breakdown of responses and a consideration of numbers responding to different questions in the response form
- How responses compared to previous NHS consultations in London
- How we handled petitions
- The profile of respondents submitting response forms

We discuss each of these issues in turn.

### 1. Breakdown of responses and numbers responding to different questions in the response form

A total of 17,022 responses were received within the consultation period. The number of submissions received from different channels is shown in the table below:

<b>Method</b>	<b>Total</b>
Official paper response forms	5,045
Official online response forms	11,725
Written comments (letters and emails)	148
Voicemails	12
Stakeholder responses	74
Petitions	18
<b>TOTAL</b>	<b>17,022</b>

All responses received during the consultation period through the different channels are treated as valid responses. Ipsos MORI's role is to set out clearly and accurately the volume and nature of responses received. It is for NHS NW London and other interested parties to decide upon what weight to give to different responses submitted in different ways.

A total of **16,770** response forms were submitted using the official paper and online response forms.

This total includes responses submitted as part of the Chelsea and Westminster Hospital campaign. Chelsea and Westminster Hospital distributed postcards and hosted an online form on their website. Both asked people to tick a box supporting Option A (under which Chelsea and Westminster would be a major hospital) and requesting consent for Chelsea and Westminster Hospital to complete the online response form on their behalf. Chelsea and Westminster Hospital have confirmed that it completed **9,927** responses in the consultation online response form on behalf of people who had submitted postcards and this is the figure we have used in our analysis. As is the case with any consultation, both the online and paper response forms were open to anyone to complete (which is one of the key differences between a consultation and a sample survey). We are therefore unable to verify exactly how many responses were inputted by Chelsea and Westminster, although the figure of 9,927 is in line with our own estimates from both the number of signatures to postcards and numbers responding to Q24a (Option A) only in the response form.

More details of the Chelsea and Westminster campaign can be found at pages 19-20 and 176-177 of our report *'Shaping a healthier future' consultation for NHS North West London* which is available at [www.healthiernorthwestlondon.nhs.uk/document-downloads](http://www.healthiernorthwestlondon.nhs.uk/document-downloads).

If these **9,927** responses are excluded from the total, this gives us a figure of **6,843** responses submitted via the official paper and online response forms. Including the 252 responses received via other channels, this gives a total of **7,095** responses to the consultation.

	<b>Overall</b>	<b>Excluding 9,927 C&amp;W responses</b>
Paper response forms	5,045	5,045
Online response forms	11,725	1,798
<b>Total</b>	<b>16,770</b>	<b>6,843</b>

The vast majority of respondents did not answer all the questions on the consultation proposals. **173** respondents answered all of Questions 1 – 34 on the consultation proposals (the remaining questions in the response form requested demographic information).

Different questions attracted different levels of response. This consultation covers a wide range of issues and the questions people responded to will depend upon their particular areas of interest/concern. We see this pattern quite clearly with the stakeholder responses too - only a couple of these addressed all the questions asked about in the consultation. Giving people the option to fill in as much or as little of the response form as they choose is another way in which a consultation differs from a sample survey. The table below sets out the distribution of responses.

Number of questions answered	All	All minus 9,927 C&W responses	All	All minus 9,927 C&W
Up to 10	12,001	2,074	71.56%	30.31%
11-20	92	92	0.55%	1.34%
21-30	108	108	0.64%	1.58%
31-40	293	293	1.75%	4.28%
41-50	2,751	2,751	16.40%	40.20%
More than 50	1,525	1,525	9.09%	22.29%
<b>Total</b>	<b>16,770</b>	<b>6,843</b>	<b>100%</b>	<b>100%</b>

If we take the 9,927 Chelsea and Westminster responses out of the picture, Q26a (Option C) attracted the highest level of response – **6,297 responses**.

Other than the Chelsea and Westminster responses, we do not see a pattern of people responding to *only* Q24a, or Q25a, or Q26a (Options A-C). Please note that in the analysis that follows, we are only looking at responses to Q1-34 (which cover the consultation proposals). In other words, if someone answers any of the demographic questions, they are still included in the figures below.

The numbers answering questions Q24a, Q25a and Q26a only are as follows:

- **9,853** responses answered Q24a only. (This is slightly lower than the 9,927 figure supplied by Chelsea and Westminster but, as discussed above, we have used their figure for the purposes of our analysis. There may be a number of reasons for this discrepancy – for instance it may be that Chelsea and Westminster only inputted 9,853 responses. Alternatively another question may have been answered when a few of the forms were inputted.)
- **3** respondents answered Q25a only
- **13** respondents answered Q26a only
- An additional **26** respondents answered Q24a, Q25a and Q26a only

Most respondents (**6,598**) answered at least one of Q24a, Q25a or Q26a.

As we discuss below, the pattern of different levels of responses to different questions is in line with what we have found in other consultations.

## **2. Responses to previous NHS consultations in London**

We set out below details of four previous health consultations in London. Analysis for the first three was conducted by Ipsos MORI.

‘Shaping a healthier future’ received more responses using the official paper and online response forms than two of the consultations even if we exclude the Chelsea and Westminster Hospital campaign responses from the total. More response forms were returned to the ‘The shape of things to come - Developing new, high-quality major trauma and stroke services for London’ consultation, although it is worth noting this was a pan-London consultation. The ‘A Picture Of Health Public Consultation’ also received more response forms (8,374) but the consultation documents aimed to be distributed to every household.

All the consultations Ipsos MORI analysed show the same pattern of different numbers of responses to different questions.

Healthcare for London: Consulting the Capital (2007-8)	
Consultation dates	30 November 2007 - 7 March 2008
Distribution of consultation materials	Pan-London consultation on the transformation of health and healthcare services in London. The primary material consisted of the consultation document in full and summary version. The summary document was also made available in other formats (Braille, Easy-read, Audio and 15 languages). These were distributed by the Healthcare for London programme team and locally by PCTs.
Number of response forms received	Online response form 1,697 Hard copy response form 2,538 Email response form 79 <b>Total response forms: 4,314</b>
Number of responses to different questions	Base sizes were typically between 3,300 – 3,800 although a number of questions received less than 3,000 responses. The highest base size was 3,807 and the lowest 2,279.
Report available at	<a href="http://www.londonhp.nhs.uk/wp-content/uploads/2011/03/Consulting-the-capital-analysis-of-consultation-responses.pdf">www.londonhp.nhs.uk/wp-content/uploads/2011/03/Consulting-the-capital-analysis-of-consultation-responses.pdf</a>

Healthcare for London: The shape of things to come - Developing new, high-quality major trauma and stroke services for London (2009)	
Consultation dates	30 January 2009 - 8 May 2009
Distribution of consultation materials	This was a London-wide consultation on proposals to develop more specialised services for stroke and major trauma care. The primary material consisted of the consultation document in detailed and compact version. The compact document was also made available in other formats (Easy-access, Easy-read, Audio, 15 languages and Braille). Around 136,000 consultation documents were distributed by the Healthcare for London programme team and locally by PCTs.
Number of response forms received	Online response form: 3,843 Hard copy response form: 4,768 <b>Total response forms: 8,611</b>
Number of responses to different questions	The numbers not responding to a particular closed question ranged from 255 to 914 (between 3% to 10% of respondents).
Report available at	<a href="http://www.londonhp.nhs.uk/wp-content/uploads/2011/03/Appendix-3 Ipsos-report.pdf">www.londonhp.nhs.uk/wp-content/uploads/2011/03/Appendix-3 Ipsos-report.pdf</a>

Health for north east London: 'Developing high-quality hospital services for the people of north east London' (2009-10)	
Consultation dates	30 November 2009 - 22 March 2010
Distribution of consultation materials	Consultation on proposals to reconfigure health services in north east London. Consultation materials were distributed by the Health for north east London programme team and locally by PCTs. Around 57,000 consultation documents were distributed by the Health for north east London programme team and locally by PCTs, plus approximately 5,000 documents in other formats.
Number of response forms received	A total of <b>3,080</b> response forms were received (921 submitted online and 2,159 by post).
Number of responses to different questions	The numbers not responding to a particular closed question ranged from 93 to 768 (between 3% to 25% of respondents).
Report available at	<a href="http://www.healthfornel.nhs.uk/consultation/results-of-the-consultation/independent-reports-on-the-consultation/">www.healthfornel.nhs.uk/consultation/results-of-the-consultation/independent-reports-on-the-consultation/</a>

We also include below details of a consultation which was analysed by Imperial College:

<b>'A Picture Of Health Public Consultation' for Bexley, Bromley, Greenwich and Lewisham PCTs (2008)</b>	
Consultation dates	The consultation launched on 7 January 2008 and ran for 14 weeks.
Distribution of consultation materials	Arrangements were made to distribute consultation documents to households in Bexley, Bromley, Greenwich, Lewisham and parts of Southwark and West Kent (a total of 501,655 households and 46,000 businesses). A further 145,360 went to other public outlets including GP practices, pharmacies, dental practices, opticians, council offices, leisure centres, libraries and youth centres
Number of response forms received	In total <b>8,374</b> consultation response forms were returned. Imperial College note in their report: "The number of survey questionnaires received, as a proportion of the population living in the four boroughs of Bromley, Bexley, Greenwich and Lewisham (total population of 999,200 according to ONS data projected for 2006) was equal to 8.4 respondents per 1,000 inhabitants. This is comparable to a number of other consultations on health care restructuring in England with survey response rates ranging from 0.13% to 2.2%."
Number of responses to different questions	Information not available in report
Reports available at	<a href="http://www.apictureofhealth.nhs.uk/documents/viewbd12.pdf?id=211">www.apictureofhealth.nhs.uk/documents/viewbd12.pdf?id=211</a>

### 3. Handling of petitions

As is standard practice for a consultation, we have reported upon how many petitions were received, the content of the petition and the number of signatures contained within the petition. Our role has been to count the number of signatures received as part of a petition and report the wording of the petition. We have not verified or validated any of the signatures and it may well be the case that people have signed one or more of the different petitions as well as submitted a response form.

## 4. Profile of respondents submitting response forms

A public consultation provides an open invitation to respond and anyone is able to take part. It is therefore important to note that a consultation is not a representative sample survey and as such the results cannot be extrapolated to any given population in the way that a scientific survey, designed to be fully representative of a particular population, would be. In addition, demographic data are self-reported and, in many cases, no demographic information was included in response forms. We understand that this was the case for all the Chelsea and Westminster campaign responses.

As the table below illustrates, the responses received by ethnic group (where this information is provided) is broadly in line with the profile of North West London (although it is worth noting that the response form was open to everyone regardless of location):

### Consultation responses by ethnicity (this table can also be found at page 188 of our report)

Ethnicity	Number of responses	% of responses stating ethnicity	Population statistics for North West London (%) <sup>1</sup>
White	2,724	64	66
Mixed	132	3	4
Asian or Asian British	888	21	18
Black or Black British	220	5	8
Chinese	42	1	4 (includes 'Other')
Other	236	6	n/a
<i>Stating ethnicity</i>	4,242		
<i>Prefer not to say</i>	292		
<i>Question not completed</i>	12,236		
<b>TOTAL</b>	<b>16,770</b>		

<sup>1</sup> Source: Greater London Authority (2009) <http://data.london.gov.uk/catalogue>. Data are for eight North West London boroughs (Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon, Hounslow, Kensington and Chelsea and Westminster)



Consultation respondents are more likely to be female compared to the profile of NHS North West London population as a whole. We see the same pattern in the other two London health consultations we have analysed.

**Consultation responses by gender (this table can also be found at page 184 of our report)**

<b>Gender</b>	<b>Number of responses</b>	<b>% of responses giving gender</b>	<b>Population statistics for North West London (%)<sup>2</sup></b>
Male	1,672	38	50
Female	2,759	62	50
<i>Stating gender</i>	4,431		
<i>Prefer not to say</i>	124		
<i>Question not completed</i>	12,215		
<b>TOTAL</b>	<b>16,770</b>		

*Source: Ipsos MORI*

<sup>2</sup> *Source:* Office for National Statistics, Mid-2010 Population Estimates for eight North West London boroughs (Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon, Hounslow, Kensington and Chelsea and Westminster)

Consultation respondents are more likely to be older compared to the profile of the NHS North West London population as a whole. This was also the case with the other two consultations we have analysed.

## Consultation responses by age (this table can also be found at page 185 of our report)

Age	Number of responses	% responses giving age	Population statistics for North West London (%) <sup>3</sup>
Under 16	23	1	18*
16-24	155	3	14*
25-34	540	12	20
35-44	960	21	16
45-54	891	20	12
55-64	827	18	9
65+	1,156	25	11
<i>Stating age</i>	4,552		
<i>Prefer not to say</i>	79		
<i>Question not completed</i>	12,139		
<b>TOTAL</b>	<b>16,770</b>		

Source: Ipsos MORI

<sup>3</sup> Source: 2011 Census: Usual resident population by five-year age group, local authorities in England and Wales. \*Age categories are Under 15 and 15 – 24. Data are for eight North West London boroughs (Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon, Hounslow, Kensington and Chelsea and Westminster)