

Borders NHS Board



BORDERS GENERAL HOSPITAL
CAR PARKING ENFORCEMENT

Aim

To advise the Board on the detail of proposed new arrangements for the management of Car Parks within Borders General Hospital and to seek the approval to instigate an implementation plan for the introduction of Car Parking Enforcement by the end of September 2013

Background

Plans to introduce car parking enforcement have been driven through the need to manage the car parking facility within Borders General Hospital, to ensure access to short term parking facilities for patients, visitors and registered disabled drivers, close by the main entrance to the Hospital, and to segregate such parking from the long stay facilities around the periphery of the site, which should be predominately utilised by staff and, as and when required, by visiting consultants and contractors etc.

Planning consent was approved for the recently completed Margaret Kerr Unit on the proviso that a car parking management regime was introduced. Improvements over recent years at the main Hospital entrance creating enhanced bus stop and through lane, plus a drop off point for all users, the creation of additional parking facilities for registered disabled drivers and a new 150 space parking facility at Car Park 6, has improved greatly the vehicular access around the site. During the current financial year, car parks 1 and 2 have been redesigned and resurfaced improving the vehicular flow and pedestrian safety within this area which, with the final approval of this organisation, will be established as the short term parking facility.

The final element of the management regime is to implement a car parking enforcement arrangement which is detailed within the attached paper, 'JMP, Car Parking Enforcement, Background and Details of New Arrangements'.

Summary

The proposal is to ensure the safe use of the car parking facilities within Borders General Hospital, which will be free to all users when vehicles are parked within designated spaces and where site rules are followed. The vast majority of car parking spaces will be available to all users, under short and long term arrangements, while restrictions will apply to parking spaces designated for Ambulance use only, Drop off only, trip-share only and those spaces designated for the registered disabled.

Through the utilisation of a third party provider, registered to the British Car Parking Association, and through routine patrols of all roads and car parking areas by General

Services staff, the proposal constitutes a regime which will control the parking arrangements within all areas through the use of Parking Charge Notices, issued to all registered owners of vehicles parked in contravention to the local site rules. It is anticipated that the introduction of this regime will be cost neutral

Within such arrangements an essential appeal mechanism will be incorporated, as noted within the attached paper.

Trip Share arrangements are being developed complimentary to this proposal through the Communications Team and its proposed that such arrangements be introduced in a phased manner following the implementation of the car parking enforcement regime.

The proposed introduction of car parking enforcement, a potentially controversial arrangement, will require the support of excellent communications with Staff, Patients, Visitors and other users. The Communications Team are drafting a detailed Communication Plan to support the full implementation of this regime, a first draft is attached.

Recommendation

The Board is asked to:-

- **support** and approve the introduction of the proposed Car Parking Management regime;
- **note** and support the establishment of a detailed Communications Plan.

Policy/Strategy Implications	The introduction of dedicated short term car parking will improve patient and visitor access to our services. Car parking will remain free to all users, so long as the appropriate car parking spaces are utilised
Consultation	SBC Planning Department, the improved management of car parking facilities being integral to the full Planning Consent issued for the construction of the Margaret Kerr Unit. Internally the following Committees have been consulted: Clinical Executive Operational Group BGH Clinical Board Area Partnership Forum Public Reference Group
Consultation with Professional Committees	Not applicable.
Risk Assessment	Risk assessments will be undertaken on the car parking arrangements and traffic activity within the site, as well as for those staff that will patrol the parking areas, updating those established at the outset of the

	<p>reconfiguration programme. Such updated assessments will be routinely further reviewed to ensure the continued improvement of safety arrangements within this Hospital site.</p> <p>The third party provider, as noted above, will provide training on the use of the hardware and software supporting the issue of the Parking Charge Notices and will also train staff, in liaison with the Board's PMAV Team, on confrontation management.</p> <p>Appropriate personal protective equipment will be issued and utilised by NHS Borders Staff when fulfilling control and patrolling duties.</p>
Compliance with Board Policy requirements on Equality and Diversity	An Equality and Impact assessment will be undertaken within the implementation phase of this project.
Resource/Staffing Implications	Cost neutral

Approved by

Name	Designation	Name	Designation
Calum Campbell	Chief Executive		

Author(s)

Name	Designation	Name	Designation
David McLuckie	Director of Estates & Facilities		



Borders General Hospital, Melrose

Car Park Enforcement

Background and Details of New Arrangements

Car Park Enforcement

Background and Details of New Arrangements

Contents Amendments Record

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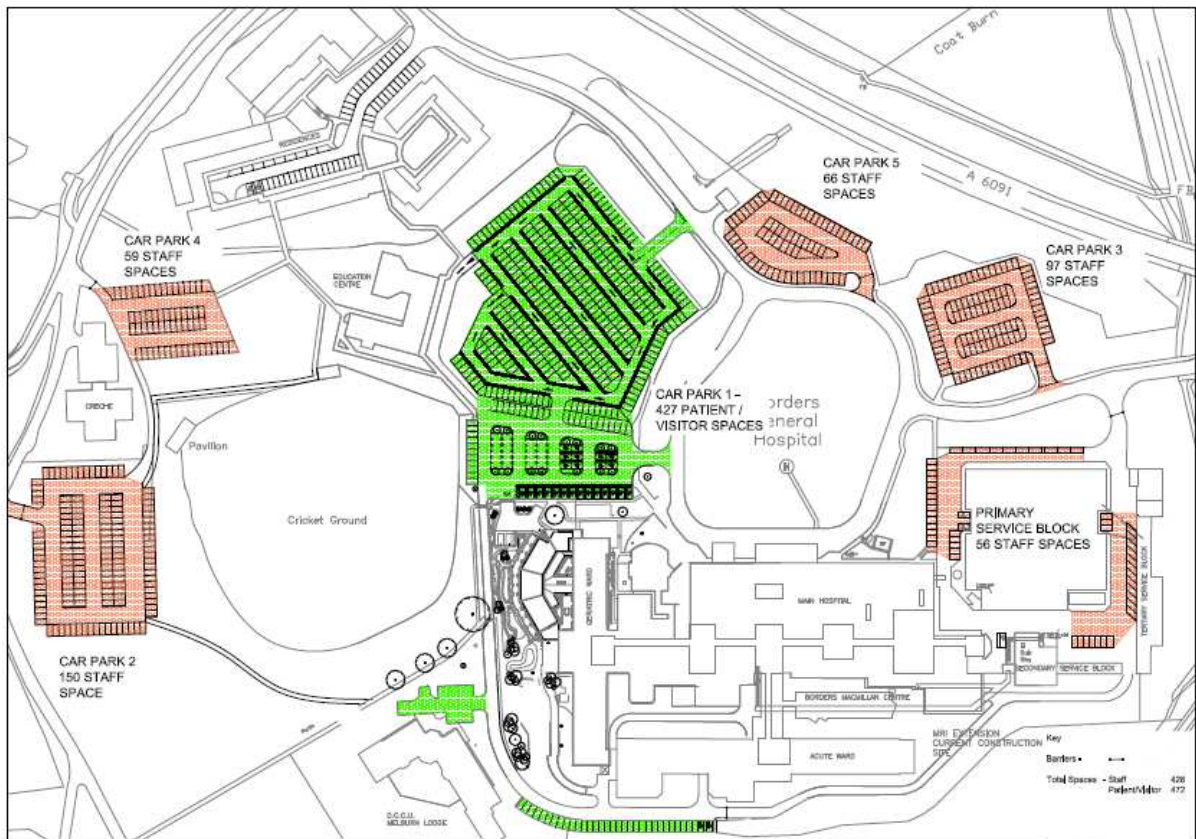
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1 Introduction

- 1.1 A new Car Park Enforcement regime is to be introduced at Borders General Hospital with the purpose of better managing the existing car parks and internal road network at the site.
- 1.2 The Borders Hospital campus is in a relatively rural location and as such the car is the dominant mode of travel for staff and visitors to access the site. The site has a number of separate parking areas as illustrated by Figure 1 and the car parking capacity of the site is approximately 1100 spaces contained in 9 separate surface car parks which are currently managed by NHS staff.
- 1.3 There is currently no formal enforcement regime at the site which has led to a number of problems including:
- Parking on footways
 - Parking on access roads and on double yellow lines
 - Parking in ambulance bays
 - Parking in disabled bays
 - Parking on grassed areas and on car park circulating aisles
- 1.4 As part of an overall strategy to better manage car parking and enforce regulations, the NHS intends to introduce a new enforcement regime. This regime will involve setting a clear set of car parking terms and conditions and then enforcing them through issuing Parking Charge Notices (PCNs) to those that contravene the terms and conditions.
- 1.5 The NHS has selected a preferred partner through a public tender exercise to assist with the new enforcement regime. It is intended that the contractor will provide assistance with the introduction and operation of the new enforcement regime. The selected contractor is Bransby Wilson Limited and their subsidiary company Minster Baywatch, a company that is a British Parking Association Approved Operator. Bransby Wilson will provide the following services:
- Provision of hand held devices and associated software to allow the issue of Parking Charge Notices by NHS staff to those that breach car parking regulations on site
 - Processing of Private Parking Notices including the issue of letters and obtaining vehicle details from DVLA where necessary
 - Provision of an online and telephone service available to car park users to pay for Parking Charge Notices
 - Debt Collection services
- 1.6 It is intended that the enforcement regime will be implemented at the site in April 2013.
- 1.7 The purpose of this report is to provide details of how the new enforcement regime will operate and to provide details of the procedures that will be put in place.

Figure 1.1 – Car Parking Layout at Borders General Hospital



2 Background Information and Car Park Designations

General

- 2.1 Borders General Hospital is located within a rural setting near to the town of Melrose and can be accessed via the A6091 route. The hospital provides acute healthcare services and has over 300 in-patient beds, an accident and emergency department and extensive outpatient facilities.

Current Car Parking Arrangements

- 2.2 At present all car parking at the Borders Hospital site is accommodated within surface car parks and access is without barrier control. There is not currently any formal means of enforcement in terms of parking and the NHS has no means of dealing with vehicles that are parked inappropriately.
- 2.3 Regular users of the site know that there is no formal enforcement regime and this has exacerbated the problem. The main car parks closest to the hospital are operating significantly over capacity due to the number of vehicles parking on footways and parking aisles while car parks on the periphery of the site are operating below capacity.

Introduction of Time Limited Car Parking

- 2.4 A full review of car parking arrangements has been undertaken and work has been completed to upgrade the main car park at the centre of the site. It is intended that the main car parks at the centre of the site will now be re-designated as short stay car parks. Work is also planned to upgrade the lining around the campus including double yellow lines on the access roads.
- 2.5 The car parks are effectively aimed at patients and visitors and will be limited to a maximum stay of 4 hours which would be managed and monitored by staff patrols. It is intended that anyone staying over 4 hours would be issued with a Parking Charge Notice. JMP would recommend that this time limit is reduced to 3 hours to prevent staff members utilising the spaces that are intended for patients and visitors.
- 2.6 New signage has been designed for the short stay car park (indicated as Car Park 1 on Figure 1.1) and is planned for delivery in March 2013.
- 2.7 It is anticipated that by time-limiting the central parking area and introducing a formal enforcement regime, the car parks at the periphery of the site will be better utilised while taking away the inappropriate parking behaviour across the site. It will also safeguard the best spaces on site for patients and visitors who need the spaces most.

3 Details of the New Enforcement Regime

Outline Description

- 3.1 The NHS intend to introduce a formal enforcement regime at Borders Hospital to better control and manage their car parking asset. The new enforcement regime will allow the issue of Parking Charge Notices (PCNs) and subsequent receipt of payments and follow-up action where necessary.
- 3.2 The following paragraphs set out procedures and detail of the new enforcement regime.

Management and Patrolling of the Car Parks

- 3.3 Car Parking on site will now be subject to a defined set of Terms and Conditions which will clearly be indicated by signs located at entry points around the Borders General Site. The key message carried by the signs is that parking on site is free but users must obey the terms and conditions. If users break the terms and conditions then they will be issued with a PCN. An example of the signs that will be displayed at the entry points to the Hospital is indicated by Figure 3.1 below:

Figure 3.1 Example of Terms and Conditions Sign at Main Entry Points



- 3.4 The main car parks at the centre of the Hospital are to be time limited to a 4 hour maximum stay in order to safeguard their use for patients and visitors. This time restriction will operate between the hours of 8am-5pm Monday to Friday. Signs will be placed at the entry points in order to inform drivers about the terms and conditions. An example of these signs is indicated by Figure 3.2.

Figure 3.2 Example of Sign at Entry Points to Time Limited Parking Area



3.5 Smaller reminder signs will also be provided around the time limited car parking area as indicated by the example in Figure 3,3 below.

Figure 3.3 Example of Small Repeater Sign for Time Limited Car Parks



3.6 All car parks will be patrolled by NHS staff who will have a dual function. They will be required to provide car park users with help and advice with regard to parking on the site as well as enforcing the terms and conditions associated with parking on the site.


Issue of Parking Charge Notices

3.7 NHS Car parking patrol staff will be provided with electronic devices for the purposes of issuing PCNs and recording the registration numbers of vehicles parked in specific car parking spaces in the time limited parking areas. The devices will be loaded with suitable software for the purposes of issuing paper tickets and recording the nature of the car park regulation breaches.

3.8 Each device has an integral camera and web interface linking back to the overall system to enable wireless transmission of data. The overall system will be operated by Bransby Wilson and their subsidiary company Minster Baywatch.

3.9 Vehicles that have contravened the car parking terms and conditions will be issued with a physical paper ticket which will be affixed to the offending vehicle. The ticket will provide a reason for why it was issued, will notify the driver that there is a fee to pay and will provide information on both how to pay and how to appeal the issue of the Notice. An example of the PCN is indicated by Figure 3.4 below.

Figure 3.4 Example of PCN



MINSTER BAYWATCH No. _____
ISSUED CONTROL AND PATRIMENT

PARKING CHARGE NOTICE

OF BREACH OF CONTRACT TO PARK ON THE PRIVATE PROPERTY DETAILED BELOW. ISSUED BY MINSTER BAYWATCH LTD ON BEHALF OF THE OWNERS/MANAGING AGENTS FOR THIS SITE.

The conditions of using this site are clearly displayed. By entering onto private property and its car park you have agreed to be bound by that contract.

ON (date)..... AT (time).....

LOCATION.....

VEHICLE MAKE..... MODEL.....

REG NO.....AGENT NO.....

REASON FOR TICKET ISSUE

A YOUR VEHICLE WAS PARKED LONGER THAN THE MAXIMUM PERIOD ALLOWED

B YOUR VEHICLE WAS NOT PARKED IN A MARKED BAY OR DESIGNATED PARKING AREA

C YOUR VEHICLE WAS PARKED IN A DISABLED BAY WITHOUT DISPLAYING AN AUTHORISED DISABLED BADGE

D YOUR VEHICLE RETURNED TO THIS CAR PARK WITHINHOURS OF THE PREVIOUS VISIT

E A VALID PAY & DISPLAY TICKET WAS NOT CLEARLY ON DISPLAY

F YOUR VEHICLE WAS NOT AUTHORISED TO USE THE CAR PARK

G A VALID PERMIT WAS NOT CLEARLY ON DISPLAY

H CHECKED FRONT, REAR & SIDE WINDOWS - AND FOOTWELLS

I OTHER.....

YOU ARE THEREFORE IN CONTRAVENTION OF THE PARKING REGULATIONS OF THIS CAR PARK AND ARE REQUIRED TO PAY THE FOLLOWING PARKING CHARGE.

A PARKING CHARGE OF £85.00 IS NOW PAYABLE

HOWEVER IF PAID WITHIN 14 DAYS A REDUCED SUM OF £60.00 WILL BE ACCEPTED AS FULL AND FINAL SETTLEMENT. FOR PAYMENT DETAILS SEE OVERLEAF.

- 3.10 The above figure shows the front page of the ticket but information is also provided on the reverse of the ticket with regard to payment methods, payment slip and appeal procedures.
- 3.11 The NHS has made a decision to set the PCN charge at £90 reduced to £40 if the charge is paid within 14 days. Those issued with a PCN have 28 days to pay the standard charge. It is considered that the charges are wholly in keeping with PCNs currently issued in the area including the retail car parks in Galashiels.
- 3.12 Each Parking Charge Notice also clearly details the procedure should payment or an appeal not be received within 28 days of the Parking Charge Notice being issued. As required under BPA regulations each Parking Charge Notice clearly states the post ticket process through debt recovery and court action. The Parking Charge Notice also clearly states that additional costs will be incurred.

Back-office System / Administrator Interface

- 3.13 The back office system will be operated by Bransby Wilson and will be used to manage the processing of PCNs including payments and any appeals.
- 3.14 The NHS will have access to this system to allow monitoring of the number of PPNs issued, the nature of contraventions and the status of any particular PCN (i.e. fine paid, PCN appealed etc).

Processing of Parking Charge Notices

- 3.15 Bransby Wilson will be responsible for the full processing of the issued Parking Charge Notices from receipt of the Notice from the hand held device operated by NHS staff to the successful collection of the financial charge.
- 3.16 If Bransby Wilson need to issue correspondence in a situation where the recipient of a PCN has neither paid the fine nor appealed, then Bransby Wilson will obtain the vehicle owner's details directly from DVLA.

Payment of Parking Charge Notices

- 3.17 Payments for PCNs issued will be collected by Bransby Wilson. Various options are available for payment including credit / debit card on-line or via telephone. The contractor must also be able to accept cheques by post as a method of payment.

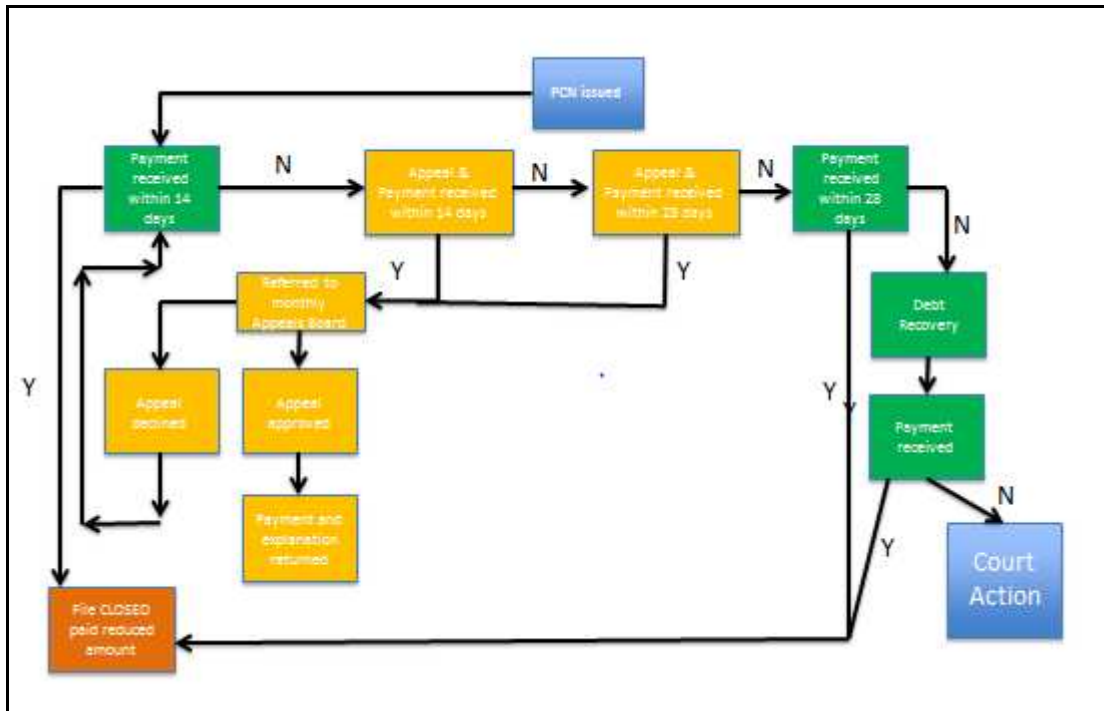
Helpline

- 3.18 Bransby Wilson will provide a helpline facility for people who have been issued with a Penalty Charge Notice so that they may phone and ask questions. The number will be clearly marked on the PCN and also on all correspondence issued.

Processing and Appeals Procedure

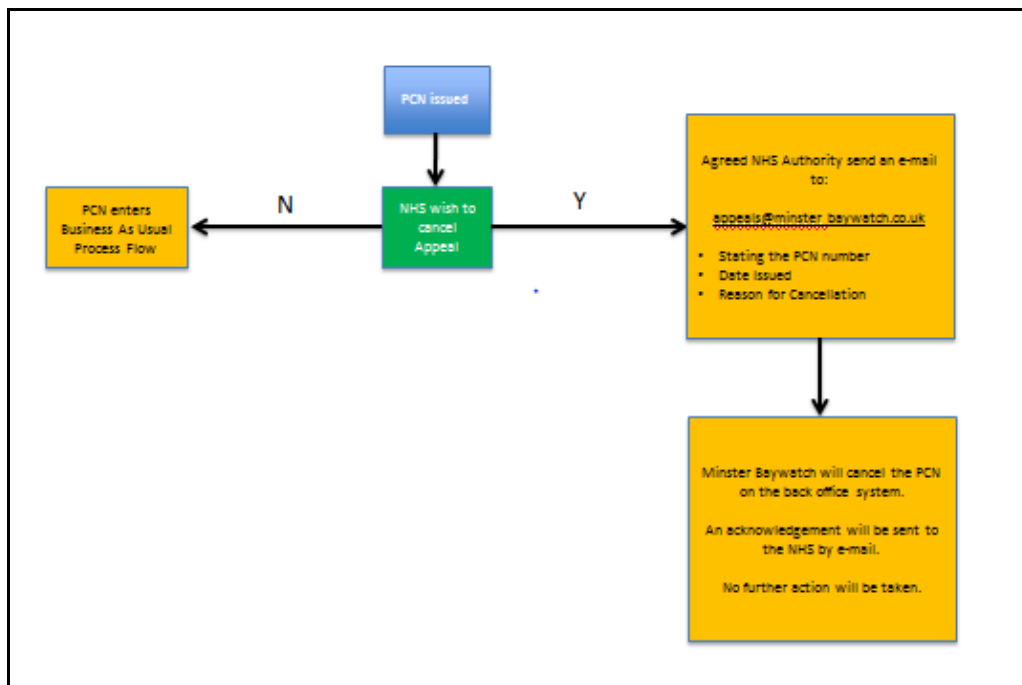
- 3.19 A comprehensive appeals procedure will be in place to allow Penalty Charge Notices to be challenged. It is also fully recognised that there are often extenuating circumstances at a hospital leading to people parking for longer than the time limit or parking outwith a bay. The NHS do not wish to penalise such acts and they have therefore set a procedure up that means that the NHS can use discretion in extenuating circumstances and cancel an issued PCN at any time in the processing period. If a PCN is cancelled then this will be confirmed in writing by Bransby Wilson to the recipient of the PCN.
- 3.20 Figure 3.5 below sets out the Processing and Appeals Procedure that will be used under the new enforcement regime.

Figure 3.5 Notice Processing and Appeal Procedure



3.21 As indicated above, the NHS can cancel an issued PCN at any time and the procedure for this is illustrated by Figure 3.6 below.

Figure 3.6 Procedure for NHS to Cancel an Issued PCN



Internal Procedure for Cancelling a PCN

- 3.22 A process is also required for the BGH site itself in terms of dealing with staff members and members of the public who are unhappy about being issued with a PCN.
- 3.23 The hospital must be seen to show discretion in instances where people have been issued with a PCN in circumstances outwith their control. Instances may include such procedures / clinics over-running, seriously ill family members or other emergency situations. However, at the same time it is important that the hospital still takes a relatively hard line to ensure that it is not normal practice to simply complain and have your PCN cancelled.
- 3.24 It is anticipated that people will firstly seek to complain to the information desk in the foyer at the main BGH reception or to patrol staff directly. Front desk volunteers will not be expected to deal with specifics of the complaint and will instead simply refer people to the instructions on the issued ticket regarding the appeals procedure. The PCN provides clear instructions for people to appeal to Bransby Wilson directly.
- 3.25 Bransby Wilson would share all details of an appeal with the Estates Department who would then review the details and if they agree that the PCN should be cancelled, would then email Bransby Wilson to inform them (As per Figure 3.6 above). As indicated above, the NHS will be able to cancel a PCN at any time in the process.

Appeal Acknowledgement

- 3.26 If an appeal against a PCN is received then Bransby Wilson will issue a standard letter confirming receipt of the appeal. The NHS will have the opportunity to review all appeals made. An example of the standard appeal acknowledgement letter is indicated by Figure 3.7 below.

Figure 3.7 Example of Appeal Acknowledgement Letter



Appeals Board

- 3.27 All appeals against Parking Charge Notices are reviewed and determined by an Appeals Board. The Appeals Board will have access to the terms and contract of the site, patrol officer procedures, signage files, photographs of signage, photographs of the vehicle clearly showing its location, the PCN attached to the windscreen, the location of signs, the tax disc, the registration number and any other identifying features. All appeals are open to the defendant if required and appropriate. The appeal board will make a decision on an appeal and will issue a letter to inform the appellant of the decision. An example of the decision letter is indicated below. If the original decision is upheld then the appellant will have a further 14 days to pay the outstanding amount. If the appeal is upheld then the appellant will also be notified in writing to confirm that the PCN has been cancelled. An example of an Appeal Decision letter from another site is indicated by Figure 3.7 below although it should be noted that the charges will be different at BGH.

Figure 3.7 Example of Appeal Decision Letter



Further Action

- 3.28 If the outstanding financial charge remains outstanding, then it will be necessary to take the matter further to collect the debt. This will likely take the form of court action against the owner of the vehicle issued with the PCN.
- 3.29 All court action will be undertaken by Bransby Wilson and their legal representatives following approval to proceed by the NHS. It is intended to pursue all debts owed as a result of unpaid PCNs to send out a clear message that people contravening the parking terms and conditions at Borders General Hospital will be pursued through to legal action.

Financial Arrangements

- 3.30 The NHS will receive a percentage of the income generated from the collection of charges related to the PCNs. This money will be reinvested in the management and maintenance of the hospital car parks and access roads.

Performance Management

- 3.31 Regular review meetings will be undertaken between the NHS and Bransby Wilson to monitor performance of the new regime and to address any issues arising.

Implementation

- 3.32 New signing is programmed to be erected on site in March 2013 and a programme of re-lining will also be undertaken in March 2013 to ensure that the site is ready for the new enforcement regime. It is intended that no PCNs will be issued in the first two weeks of the new regime. Instead those contravening the parking term and conditions will be issued with a warning and informed that in future they will be issued with a PCN. An example of the warning notice for people breaching the time limited condition is indicated by Figure 3.8 below while another similar notice will be used to warn people who have parked outwith a designated bay i.e. on double yellow lines or in a landscaped area.

Figure 3.8 Example of Warning notice for Initial Implementation Period





DRAFT

**COMMUNICATIONS
& ENGAGEMENT
PLAN -
BGH Car Parking
Enforcement**

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BGH CAR PARKING REDESIGN COMMUNICATIONS & ENGAGEMENT PLAN

This plan sets out the key actions to be undertaken to communicate and engage with staff, patients and visitors about the introduction of a Car Park Enforcement regime at Borders General Hospital.

AIMS

NHS Borders recognises it is essential to communicate, engage and involve a range of stakeholders around the BGH Car Parking Redesign project as it progresses and the introduction of Car Park Enforcement.

This document outlines the communications and engagement activities planned to:

- inform stakeholders of the changes to the management of car parking at the BGH
- inform stakeholders of plans to an ongoing plans for redesigning car parking at BGH
- ensure information is available on alternative transport options for the period of disruption while the programme of work is being carried out

BACKGROUND

Plans to introduce car parking enforcement have been driven through the need to manage the car parking facility within Borders General Hospital, to ensure access to short term parking facilities for patients, visitors and registered disabled drivers, close by the main entrance to the Hospital, and to segregate such parking from the long stay facilities around the periphery of the site, which should be predominately utilised by staff and, as and when required, by visiting consultants and contractors etc.

Planning consent was approved for the recently completed Margaret Kerr Unit on the proviso that a car parking management regime was introduced. Improvements over recent years at the main Hospital entrance creating enhanced bus stop and through lane, plus a drop off point for all users, the creation of additional parking facilities for registered disabled drivers and a new 150 space parking facility at Car Park 6, has improved greatly the vehicular access around the site. During the last financial year, car

parks 1 and 2 have been redesigned and resurfaced improving the vehicular flow and pedestrian safety within this area which, with the final approval of this organisation, will be established as the short term parking facility.

The proposal is to ensure the safe use of the car parking facilities within Borders General Hospital, which will be free to all users when vehicles are parked within designated spaces and where site rules are followed. The vast majority of car parking spaces will be available to all users, under short and long term arrangements, while restrictions will apply to parking spaces designated for Ambulance use only, Drop off only, trip-share only and those spaces designated for the registered disabled.

Through the utilisation of a third party provider, registered to the British Car Parking Association, and through routine patrols of all roads and car parking areas by General Services staff, the proposal constitutes a regime which will control the parking arrangements within all areas through the use of Parking Charge Notices, issued to all registered owners of vehicles parked in contravention to the local site rules. It is anticipated that the introduction of this regime will be cost neutral.

Within such arrangements an essential appeal mechanism will be incorporated.

OBJECTIVES

Accurate identification of stakeholders and the appropriate use of communication and engagement tools and processes are essential to ensuring high quality engagement and communication.

Our objectives are:

- To maintain a high level of awareness and commitment to the project;
- To ensure consistent messages about the project are communicated within NHS and amongst wider stakeholder groups;
- To ensure stakeholders have opportunities to be engaged and involved in the work of the project
- To ensure accurate and accessible information is made available on-site to car-park users.

Achieving these objectives will be measured by:

- Increase in positive messages about the project to all stakeholders;
- Increased positive coverage in wide range of media;
- Stakeholders display improved understanding of the project and support for the regime;
- Increased use of short-stay parking by patients and visitors, combined with decreased use of short-stay parking by staff;
- Improved feedback on car-parking – reduction in number of complaints; increase in positive comments.

KEY MESSAGES

The key message themes are:

- Car parking free at BGH
- We are changing the management of car parking on the BGH site due to issues of public safety and accessibility
- There is an appeals process for this
- Car parking at the BGH has been redesigned to create additional short-stay spaces for patients & visitors
- There may be short-term disruption to car-park users and temporary parking measures may be put in place

Key messages need to develop at each conversation stage to ensure risk stakeholders do not disengage with the process.

AUDIENCES

To help ensure public engagement and communications is meaningful and appropriate, a stakeholder analysis helps ensure we identify all relevant stakeholders and use the most appropriate methods of communications and engagement.

Particular efforts will be made to make sure we communicate and engage with stakeholders in a method that is suitable to them, and to communicate and engage with 'hard to reach' groups.

The following stakeholders have been identified:

- Patients
- Visitors/Public
- Staff – across whole organisation, not just BGH site
- NHS Borders Board members
- Area Partnership Forum
- Public Involvement Network including Public Partnership Forum
- Scottish Health Council
- MSPs / MPs
- Media
- Borders community groups
- Hard to reach groups – by location and accessibility
- Third sector/voluntary groups and organisations – particularly those offering transport services

ENGAGEMENT AND COMMUNICATION METHODS

The selection of the appropriate delivery method is directly related to the content of the message and also on the aim of the communication.

- Reactive media service offering direct contact with the media

- Proactive media service offering direct contact with the media - Identification of positive stories to be fed proactively to all media or specifically targeted to one media outlet. Interview, feature or comment articles placed proactively where appropriate.
- Briefing/interview sessions (in person or by telephone)
- Photocalls/press releases/conferences as appropriate
- Advertising/advertorials
- Internal NHS publications – staff
- Staff briefings – globals/line manager briefs
- Use of Stakeholder/partner publications – e.g. SBConnect magazine to all Borders households
- Use of partner agencies communication tools – e.g. voluntary sector newsletters (Elder Voice; Red Cross etc)
- Use of internet
- Use of intranet
- Development of communications materials – leaflets, postcards, pop-ups
- Display/information stands
- Consider hard to reach groups including different languages/accessibility issues

PUBLIC INVOLVEMENT

NHS Boards have a statutory responsibility to involve patients and members of the public in how health services are designed and delivered. This does not mean that we need to consult the public on every decision we make but rather that we have systems in place that will allow the public to help shape our services. To help staff plan Public Involvement in a consistent way we have a Process for Co-ordinating Public / Patient Engagement. The Public Involvement Team provide advice and support to ensure effective public involvement. More information can be found on the Public Involvement intranet microsite at <http://intranet/resource.asp?uid=14064>

ISSUES/CRITERIA TO CONSIDER

- NHS Borders Process for engaging patients/public
- IEC Guidance
- Risk assessment
- Equality and Diversity issues
- Accessible information/formats

- Review/Evaluation
IMPLEMENTATION PLAN

TIMESCALE	COMMUNICATION METHOD / ACTIONS	KEY MESSAGES	AUDIENCE (stakeholders)	LEAD (for delivery)
Pre-implementation – exact times and order TBC	Update to BGH Participation Group	Improving car parking at BGH Change to car park management		
	Update to BGH SMT	Improving car parking at BGH Change to car park management		
	Update to Clinical Executive	Improving car parking at BGH Change to car park management		
	Update to APF	Improving car parking at BGH Change to car park management		
	Update to Public Reference Group	Improving car parking at BGH Change to car park management	Public Involvement Network	
	Press release/media information	Improving car parking at BGH Change to car park management Consider car-sharing Consider public transport	Public/patients	
	Consideration of advertising/campaigns if budget	Improving car parking at BGH Change to car park management Consider car-sharing Consider public transport	Public/patients	
	Posters – partner agencies/public places (ie. Libraries/health Centes/Citizens Advice/Pharmacies etc)	Improving car parking at BGH Change to car park management Consider car-sharing Consider public transport	Public/patients BGH staff	
	Plasma screens	Improving car parking at BGH Change to car park management Consider car-sharing Consider public transport	Public/patients BGH staff	
	Item in staff update	Improving car parking at BGH Change to car park management Consider car-sharing Consider teleconferencing meetings	All staff	

TIMESCALE	COMMUNICATION METHOD / ACTIONS	KEY MESSAGES	AUDIENCE (stakeholders)	LEAD (for delivery)
	Poster – Clinics/wards/noticeboards	Improving car parking at BGH Change to car park management Consider car-sharing/public transport	All staff/public	
	Intranet – main advert/news page	Improving car parking at BGH Change to car park management Consider car-sharing Consider teleconferencing meetings	All staff	
	Internet – main news page	Change to car park management Consider car-sharing Consider public transport	Public/patients	
	Display in BGH main foyer	Change to car park management Consider car-sharing Consider public transport	Public/patients All staff	
	Email communication to union members	Change to car park management Consider car-sharing Consider public transport	Union members	
	Item in corporate and team brief & staff update	Change to car park management Consider car-sharing Consider teleconferencing meetings	All staff	
	Ensure info on alternative options is available (public transport; tripshare; use drop-off lane)	Consider car-sharing Consider public transport	Public/patients All staff	
	Desk-top post it	Improving car parking at BGH Short-term disruption to parking as work carried out Change to car park management Consider car-sharing	All staff	
	Payslip – include information on payslip/as enclosed item if possible	Improving car parking at BGH Short-term disruption to parking as work carried out Change to car park management Consider car-sharing	All staff	
	Patient pack information	Improving car parking at BGH Short-term disruption to parking as work carried out Change to car park management	Patients/families	
	Partner agency publications (ie SBC Connect)	Improving car parking at BGH Short-term disruption to parking as work carried out Change to car park management	Public	

TIMESCALE	COMMUNICATION METHOD / ACTIONS	KEY MESSAGES	AUDIENCE (stakeholders)	LEAD (for delivery)
At/after implementatio n	As above			