

## Being the Best programme update

In 2012, EMAS launched its 'Being the Best' programme. It's designed to improve response times and the services offered to the people of the East Midlands as well as provide better support for staff. To do this EMAS proposed changes in its management structure, the properties owned and leased by the organisation, the service delivery model and working practices.

As part of EMAS' commitment to involve staff and the public it held a three month consultation exercise, which complied with statutory obligations and took place between 17 September and 17 December 2012. The consultation also used the guidelines as set-out by the Cabinet Office.

Activities were wide-ranging and comprised: distribution of over 37,000 consultation documents and 5000 leaflets and posters; 4500 page views on dedicated web pages; Facebook and Twitter presence; 42 public meetings and; attendance at 76 existing stakeholder meetings/forums as well as 33 staff meetings. More than 3.5 million people across the region read, listened-to or watched media coverage about the consultation.

Details were also included in the monthly EMAS Aspect stakeholder newsletter which is stored on the EMAS website and is emailed to over 700 stakeholders including councils, MPs and healthcare providers. 'Being the Best' was included in the following issues: April, June, July, September, October, November and December 2012.

EMAS staff were actively involved in the consultation. They attended the public meetings alongside the 33 staff meetings and provide a total of 364 formal and informal responses.

Overall 1461 consultation responses were received via the post, online form and Freephone number. In addition there were 1450 individual comments received either via e-mail, letter or in the additional comments box on the feedback form. Petitions were also received on the proposals – numbering some 80, 000 signatures opposing the plans.

Responses in the formal feedback form within the consultation document demonstrate a marginal overall agreement with the proposals which detail facilities at Community Ambulance Posts (CAPs) and new 'hubs' where vehicles can be maintained, cleaned and stocked.

The report detailing the results is available online at [www.emas.nhs.uk/about-us/trust-board](http://www.emas.nhs.uk/about-us/trust-board)

As a direct result of the feedback from the consultation, EMAS is now looking at additional options which will allow the service to meet its 'Being the Best' ambitions.

On the EMAS estate, in particular, it means carrying out further analysis to make sure the final proposals work operationally and financially. Options include to 'do nothing'; recruit more staff and have more vehicles; run with the 13 hub and 118 community ambulance posts model (as described before and during the consultation); or to have more than 13 hubs/stations (this option includes the possibility of having 27 hubs supported by 108 Community Ambulance Posts). More detail via <http://www.emas.nhs.uk/get-involved/being-the-best-consultation/>

Different estate options better meet different criteria and different options have different costs associated to them.

Therefore, the Estates Business Case will now go to the Monday 25 March 2013 Board meeting rather than the 28 January 2013 meeting. The additional time will allow us to continue to work closely with staff representatives to review the alternative options with the aim of developing final proposals for the Board to consider.

**Alan Schofield**  
**Assistant to the Chief Executive – Corporate Affairs**  
**2013**

**25 January**