

Public Service Trust Consultation

Media and promotion record

A chronological record of events and media coverage to promote awareness and understanding of the proposals for new public service trust arrangements among stakeholder groups.

Employees

October

A series of 'talking points' across the council briefing staff on the public service trust proposals and briefings in main PCT sites through the 'talking trust' – both processes were led by chief executives. This was followed up with a full transcript of questions and answers on the intranet.

Council scrutiny committee

24 Jan 2007

Briefing the chair with overview of the proposals

Alliance (Third Sector)

26 Jan 2007

Briefing the chair of the Alliance with an overview of proposals

MPs

Jan 2007

Briefing on the proposals before consultation

Employees

February 2007

Team brief updates throughout the month on the work on the PST proposals to staff in the council and PCT

Hereford Times

8 February 2007 – Page 4

Massive re-think of way county's run

Positive two-page article with quotes from the two chief executives outlining how the setting up of a public service trust would affect services in Herefordshire

Western Daily Press

9 February 2007 – Page 8

Pioneering move by county

Herefordshire is on course to become the first in the country to create a 'super trust' joining the health and council services together.

Municipal Journal

15 February 2007 – Page 1

Positive front-page article on the council's 'trailblazing bid' to combine with the primary care trust, which will make 'public sector history' - the MJ comment piece opines that this might be the best time for such a bold move.

Hereford Times

15 February 2007 – Page 13

Merger proposal sparks concerns

Report on cabinet discussions says that the creation of the public service trust could see council taxpayers subsidising health services and quotes concerns of a cabinet member.

Leadership Forum

19 February 2007

Key managers were briefed on the PST proposals and questions answered by the chief executive and weekly communications updates on PST progress were distributed thereafter to key managers

Hereford Times

22 February 2007 – P30

Astonishment at health plans

A letter from Ms Harvey who says she read 'in astonishment' the proposal to create a public service trust (follows the major article in Hereford Times the previous week).

Community Care

Feb 2007

Herefordshire Council is planning to fully merge with the area's primary care trust to create the UK's first combined public service trust. The new body, which would be established in shadow form in October and fully set up by April 2008, would have a budget of about £500m and 8,000 staff.

Hereford Times

1 March 2007 – Page 32

No secrecy over merger proposals – public's views are welcome

Joint letter from chief executives of the council and the primary care trust published as main letter with photographs (in response to letter the previous week).

Society Guardian

19 March 2007

The prospect of a conjoined county council and primary care trust took a step forward when Herefordshire county council released a timetable for its proposed combined public service trust (PST), to be created through the merger of the council with part of Herefordshire PCT.

Children Now

07 March 2007

Radical proposals to bring together a local authority and a primary care trust could push a broader range of partners into working more closely with children's services. Herefordshire Council plans to join with the commissioning function of the county's primary care trust to create a public service trust. The new body would commission services across the county, including those provided by the primary care trust.

Care and Health

21 March 2007

Herefordshire county council and Herefordshire PCT have released a timetable for their proposed creation of a combined public service trust. The idea, described by the council as "a radical and exciting option", is that the two bodies would share back-office functions such as HR and bring their commissioning closer together

Society Guardian

21 March 2007

Plans for a combined public service trust in Herefordshire are being closely watched elsewhere. Refers to previous article (19 March)

West Midlands LGA News

23 March 2007

Herefordshire could be set to make history with radical proposals to bring together the local authority and the primary care trust in a new leading edge organisation that will improve services, make better use of funds and safeguard local services in the county. This initiative supports the key recommendations for strategic leadership outlined in the local government white paper and will be the first of its kind in the UK

Public Service Trust Online

23 March 2007

An intranet report on the proposals and list of frequently asked questions is published for staff of the council and the PCT

First Press

23 March 2007

Monthly employee newsletters began promoting the forthcoming consultation and the importance of taking part.

Members Newsletter

26 March 2007

A basic guide to the public service trust is circulated to all members

Local Medical Committee

27 March 2007

PCT Chief Executive briefs the committee on the PST concept and timetable for consultation

Health scrutiny

30 March 2007

Report outlining the proposals and the consultation programme
Hereford Hospitals Trust involved in presentations on PST proposals

West Midlands Strategic Health Authority

30 March 2007

Consultation documents and programme discussed and agreed

Herefordshire Partnership

30 March 2007

Council's chief executive briefs the partnership on proposed PST arrangements

Key manager event

26 April 2007

Key managers at the council and the PCT brought together for joint presentations on the public service trust proposals and consultation programmes

Leadership Online

26 April 2007

Electronic publication including PST proposals update for key managers

BBC Midlands Today

2 May 2007

Herefordshire's council and primary care trust are proposing to merge to form England's first public service trust. There would be one chief executive, councillors would make decisions on health, and the health and social services budget would be pooled. A consultation programme is due to start this month. Chris Ham, professor of health policy and management at the University of Birmingham, said: "This'll be a first for England and the government's clearly looking at this as an experiment to see if it works in one environment."

Public Service Trust: presentation to all teams

May 2007 (team brief)

Key managers from the council and the primary care trust came together for the first time last month to hear the specific proposals for the creation of a *Public Service Trust*, which aims to improve services, make better use of funds and safeguard local public services. The proposals are to bring together the functions of the two organisations that plan, regulate or purchase services. Depending on the results of the forthcoming consultation, the new organisation could start in April 2008.

Public Service Web Site

12 June 2007

Special consultation web site launched with the opportunity to download consultation documents and post views online

Discussion Forum

12 June 2007

Online discussion forum for council and PCT staff to raise issues

BBC Hereford & Worcester

13 June: The council and the Primary Care Trust go out to consultation on public service trust. Public meetings scheduled.

E-Gov Monitor

13 June 2007

In one of the most important consultation programmes ever embarked upon in Herefordshire, local people are to be asked their views on radical proposals to improve public services. Herefordshire Primary Care Trust and Herefordshire Council want to enter new partnership arrangements – which they are calling a public service trust. The consultation will run from Tuesday 12 June until Tuesday 31 July 2007.

BBC News

14 June 2007

A primary care trust is planning to join forces with a council to commission, plan and purchase services. Herefordshire Council and the county's primary care trust would form a body managing a £300m annual budget but remain separate legal entities.

Hereford Times (Internet Edition)

14 June 2007

Herefordshire Council and Herefordshire Primary Care Trust already work closely together on a range of services. Now they want to go further and extend this policy. It will involve removing the boundaries between who does what, bringing together the way public services are paid for, having a single management structure and combining or sharing services.

Hereford Times

14 June 2007

P6 & 7: The consultation kicks off with an in-depth two-page report on plans to revolutionise public services in Herefordshire go to consultation, written by health and local government correspondents. Included case studies, a diagram, a fact file and a breakdown of finances and details of forthcoming public meetings, including the first one at Ross on Wye

Hereford Times

14 June 2007

P31: Opinion column: reports on major proposals that will shape the county for decades to come as the council and PCT look at ways to provide services residents will need for the future. This is real consultation, says the Hereford Times, and at the right time, before the plans are set in stone.

Parish Council Clerks

15 June 2007

Consultation documents with covering letters forwarded to parish council clerks to pass on to parish councils

Ledbury Reporter

15 June 2007

The council and the Primary Care Trust are investigating the potential benefits of an integrated staff organisation under a Public Services Trust. This has the potential to reduce duplication, give increased buying power and the economies of scale could provide more money for frontline services. Currently staff from the council and the Primary Care Trust are examining every aspect and drawing up reports.

Schools

15 June 2007

Consultation documents forwarded to all primary and secondary school heads

The Alliance

19 June 2007

The voluntary (third) sector is consulted on the PST proposals, presentations from the council and the PCT

Ross Journal

20 June 2007

P3: Getting better services and value for money from the council and health authorities is the aim behind a new trust which hopes to be running from next April. Details of forthcoming public consultation meetings are published, including the Ross event.

Leominster Journal

20 June 2007

P3: Details of forthcoming public consultation meetings are published, including the Leominster event.

Ross Public Consultation Event

26 June 2007

Presentations and discussions at John Kyrle School, Ross

First Press

26 June 2007

Employees reminded they could attend consultation events and staff presentations

MJ (Management Journal for Local Authorities)

28 June 2007

Front-page lead on the council and primary care trust's 'trailblazing plans' to seek a new chief executive who will also head up the UK's first-ever combined health and local government top job. The council's plans have been praised by ministers who said it would dampen arguments over cost shunting of NHS bills to councils.

Hereford Times

28 June 2007

P2: Herefordshire needs someone to lead a revolution, as adverts go out for a joint chief executive to head the proposed public service trust

Hereford Times

28 June 2007

P31: The Opinion Column urges local people to participate actively in meetings, forums and the website in the consultation for the public service trust. If invitations meet with a 'yawning silence' there will be no grounds for complaint in future.

My Herefordshire (Web Site)

June 2007

In one of the most important consultation programmes ever embarked upon in Herefordshire, local people are to be asked their views on radical proposals to improve public services, to provide better value for money for taxpayers and safeguard services in Herefordshire for people in Herefordshire.

Unison (Web Site)

June 2007

Herefordshire Council and PCT are planning to merge to form a Public Services Trust, with a shadow authority due by October 2007, and another half-dozen proposals are close behind. PCTs will have aligned their budgetary cycles with local authorities by April 2008

Public Finance

June 2007

When Tony Blair and Ruth Kelly set out their vision of revitalised local authorities working with partners to 'reshape public services around citizens and communities', Herefordshire Council decided to act. Taking a cue from the warm words in the local government white paper six months ago, it set the pace for others by agreeing to combine health and social care in a groundbreaking public service trust. Along with its primary care trust partner, Herefordshire talked confidently of 'making history' in a new 'total wellbeing' organisation.

Leominster Journal

4 July 2007

Quarter page advert promoting all forthcoming consultation events (focus on Leominster)

Hereford Journal

4 July 2007

Quarter page advert promoting all forthcoming consultation events

Hereford Times

5 July 2007

Quarter page advert promoting all forthcoming consultation events (focus on Golden Valley, Leominster and Bromyard)

Ledbury Reporter

6 July 2007

Quarter page advert promoting all forthcoming consultation events (focus on Ledbury)

Mid-Wales Journal

6 July 2007

Quarter page advert promoting all forthcoming consultation events (focus on Kington)

Leominster Public Consultation Event

9 July 2007

Proposals presented and discussed at Leominster Community Centre

The Guardian

4 July 2007

Report into the proposals to create a public service trust, with quotes from Jim Wilkinson of the Patients Advice and Liaison group (copy to be sourced)

Local Government Chronicle

5 July 2007

Herefordshire Council needs a chief executive who will lead the first public service trust. Leader of the council Roger Phillips says this is a joint post for the two organisations and the aim is to have a chief executive in place at the earliest opportunity so preparations can be made for the trust to operate in April.

Voluntary Sector Assembly

9 July 2007

The VAS is consulted in an event at the Courtyard, Hereford

Leadership Forum

9 July 2007

Key managers of the council are given an update on progress on the public service trust and urged to participate in the consultation

Golden Valley Public Consultation Event

10 July 2007

Proposals discussed and presented at the Fire Station Peterchurch

Presentation to Employees

10 July

Proposals discussed with staff at council's Brockington offices and PCT Belmont offices

Members Newsletter

12 July 2007

Information on forthcoming consultation events promoted to members

Hereford Times

12 July 2007

Quarter page advert promoting all forthcoming consultation events (focus on Kington)

Worcester News

12 July 2007

People urged to have their say over plans for a Public Service Trust. Details of forthcoming public consultation events published.

Bromyard Public Consultation Event

12 July 2007

Proposals discussed and presented at Bromyard Public Hall

Ledbury Community Portal

July 2007

Ledbury will give its views on the public service trust at a consultation event on 19 July

The Mid Wales Journal

13 July 2007

Kington residents are asked their views on proposal for a Public Service Trust. The public consultation event is promoted.

Presentation to Employees

13 July

Proposals presented and discussed with staff at Ross Community Hospital

BBC Hereford & Worcester

17 July 2007

Prospective parliamentary candidate Jesse Norman expresses PST doubts

Kington Public Consultation Event

17 July 2007

Proposals discussed and presented at Lady Hawkins School

Presentation to Employees

17 July

Proposals presented and discussed with staff at Plough Lane, Hereford

Hereford Times

19 July 2007

Quarter page advert promoting all forthcoming consultation events (focus on Ledbury and Hereford)

Herefordshire Partnership

July 2007

Further joint presentation on the proposed public service trust arrangements

Ledbury Public Consultation Event

19 July 2007

Proposals discussed and presented at Burgage Hall, Ledbury

Herefordshire Matters

20 July 2007

The council's publication goes to every household in the county and urges local people to make sure they have their say on the public service trust consultation – either by attending the public meeting in Hereford or registering their views on the web site.

Update for Members

20 July 2007

The Service Update magazine provides an update on the consultation and the proposals

Hereford Public Consultation Event

24 July 2007

Proposals discussed and presented at Hereford Three Counties Hotel

Hereford Times Internet Edition

25 July 2007

The consultation on radical proposals to bring together how the primary care trust and the council plan and purchase public services in Herefordshire is drawing to a close. On Tuesday the consultation will end so people are being urged to make their views known. Seven public meetings have taken place across the county to discuss how the move might improve local services, provide better value for money for taxpayers and safeguard services in Herefordshire for people in Herefordshire. Now the best way for people to take part is to visit a special consultation web site, with extra information on the public service trust proposal, to post your views online. The address is: www.publicservicetrust.info

Hereford Times

26 July 2007

P15: Tory candidate Jesse Norman believes the proposals for a public service trust are good in theory but believes they are unlikely to work in practice. The council urges people to have their say on the consultation, which ends on 31 July.

BBC Hereford & Worcester

31 July: CE and Chair of PCT interviewed about public service trust consultation – public urged to make views known via the consultation web site www.publicservicetrust.info

31 July: Jo Newton comments that the PST will improve public services locally

31 July: Chief Executive says the PST would make better use of public money.