

# Hospitals Transformation Programme: Communications and Engagement for Urgent and Emergency Care

3 June 2025



HOSPITALS  
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PROGRAMME



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# Urgent care provision at both sites

Both hospitals will have Urgent Treatment Centres (UTC)'s available 24hours a day, 7 days a week. Patients in the UTC will receive faster access to the right clinicians, as they will be separate to emergency admissions.

RSH will be a standard UTC, patients being streamed into this service upon arrival at the “front door”

PRH will provide more functionality than the NHS England defined standard UTC. This will include a Frailty service and Same Day Emergency Care (SDEC). Additionally, resus room retained and suitably trained professionals to be able to quickly and safely stabilise a patient that needs to be transferred to a different hospital

# Context – what patients can expect from the Urgent Care Offer at the Princess Royal Hospital



NHS England UTC principles and standards	PRH Urgent Care Offer expected operating model
Open 7 days a week, 12 hours a day as a minimum	Open 7 days a week, <b>24 hours a day</b>
See both booked and walk-in patients	See both booked and walk-in patients
See both minor injuries and minor illnesses	See both minor injuries and minor illnesses
See patients of all ages, including children under 2	See patients of all ages, including children under 2. Children will have a dedicated waiting and treatment area.
Have a basic consistent investigative and diagnostic offering on site	Have consistent investigative and diagnostic offering on site <b>including access to CT scans and MRI</b>
Accept appropriate ambulance arrivals	Have access to patient records, <b>which will be improved through our digital transformation programme</b>
Have access to patient records	<b>In-reach from medical and rehabilitation teams</b>
	Accept appropriate ambulance arrivals <b>for booked and planned attendances such as Same Day Emergency Care</b>
	<b>Same Day Emergency Care (SDEC) 12 hours a day</b>
	<b>Frailty assessment service 12 hours a day</b>
	<b>Direct links with the Emergency Department at RSH</b>

# We need your support



## The brief

This presentation sets out the ambitions to provide a public communications campaign focusing on urgent and emergency care services, including how they will be delivered from 2028. From this date, the Royal Shrewsbury Hospital will specialise in emergency care and the Princess Royal Hospital, in Telford will specialise in planned care.

We want you, our stakeholders, to tell us what is important when it comes to communications and accessing and finding information about healthcare services to help shape our plans

*We may not be able to implement all your feedback and ideas as part of HTP, however we want you, our service users and communities to help shape our campaign to ensure we are getting it right as we move closer towards 2028*

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# Communications Campaign objectives



- Communicate the clinical voice and clinical need for change and emphasise how care will be improved for everyone, particularly for those needing urgent and emergency treatment
- Support the wider ICS messaging of 'Think which service' - helping patients to be seen by the right service for their needs, including pharmacies
- Increase public confidence in our plans for urgent care services - building understanding of what will be available at for urgent care at PRH and how to access it
- Community engagement through direct interaction with targeted groups and stakeholders and ensure feedback is shared, actioned, and fed back
- Enhance transparency with the public and service users and support with 'myth busting' in targeted areas

We want to launch a public information campaign across multiple channels which will include many phases



# Campaign timeline

**2025**

**2026-27**

**2028**

## **Phase one – current**

- Awareness building and myth busting
- Working with partners to share our information, including local councils, Healthwatch/Llais, system colleagues
- Building clinical voices and patient case studies

## **Phase two – detailed engagement and communications**

- Working with specific target audiences and patient groups and charities who may be more affected by our plans – e.g. stroke, cardiology, women and children
- Developing bespoke engagement and communications plans for these services

## **Phase three – go-live campaign**

- Community-wide campaign with clear signposting on where to go eg, NHS 111
- Mass mail outs and advertising

# Strategy

- Real voices – clinicians and patients
- Case studies to help build understanding
- Engaging local communities to understand the key questions/ concerns
- Building community assets – libraries, schools, parish and town councils (sharing toolkits)
- Using multiple communication channels to share messaging



# Communiation Campaign assets



The Shrewsbury and  
Telford Hospital  
NHS Trust



Integrated  
Care System  
Shropshire, Telford and Wrekin



# Clinician videos

Long version



Shorter version



What questions would you have for our clinicians about these changes?



# Social media – ED vs UTC

If you need medical attention, knowing the difference between urgent and emergency care could save time and money...



## Emergency Department

Treatment for life-threatening conditions or injuries, which need treatment as soon as possible

**Always call 999 for life or limb threatening emergencies**



## Urgent Care

For an illness or injury that needs attention quickly but is not life-threatening

**If you're unsure where to go, call NHS 111 who can help direct you to the best service to meet your need**

If you need medical attention, knowing the difference between urgent and emergency care could save you time and money...

## Emergency Department

- Signs of a heart attack
- Signs of a stroke
- Severe difficulty breathing
- Seizures
- Heavy bleeding (spraying or pouring)
- Rapid swelling of lips, tongue or mouth
- Severe injuries after a serious accident

## Urgent Care

- Sprains and strains
- Suspected broken bones
- Minor head injuries
- Cuts that need stitches
- Minor burns and scalds
- Feverish illnesses
- Abdominal (tummy) pain



**Always call 999 for life or limb threatening emergencies**



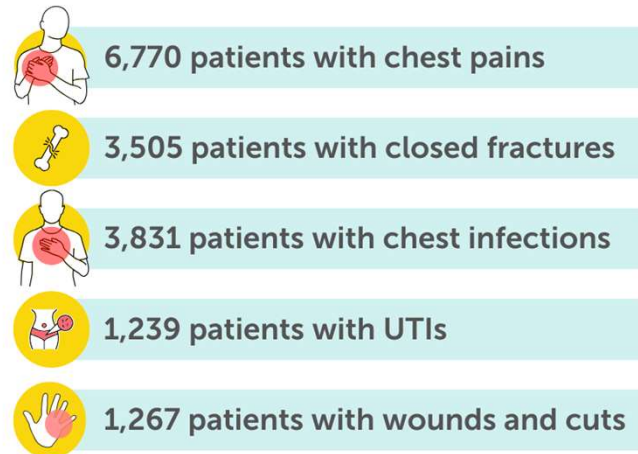
# Social media



Patients with broken bones will continue to be seen and treated in Princess Royal Hospital in 2028

24 hours a day, 7 days a week

 In our Emergency Department at Princess Royal Hospital last year, we saw



**RIGHT CARE, RIGHT PLACE, RIGHT TIME**



# Posters

**Do you know about the changes happening in local health care?**



**Emergency care**

One bigger, better Emergency Department at Royal Shrewsbury Hospital. This means quicker decisions about your care - all specialist teams that support our Emergency Department together in one hospital



**Urgent care**

Most people that visit our Emergency Department (A&Es) need urgent care. An improved Urgent Treatment Centre (UTC) will be available 24-7, at both our hospitals

Our clinical teams will be on hand to offer medical help when it's not a life-threatening emergency, allowing everyone to receive the right care, in the right place, at the right time

To find out more, visit [www.sath.nhs.uk/http](http://www.sath.nhs.uk/http)



**What will urgent care look like for me in 2028?**



If you need urgent medical attention, you can continue to use your local hospital through the Urgent Treatment Centre - 24 hours a day, 7 days a week

Our clinicians can treat a range of injuries and illness in UTCs including

- high temperature in children and adults
- stomach pain, vomiting and diarrhoea
- sprains and strains
- suspected broken bones
- injuries, cuts and bruises
- skin infections and rashes



**How will my care be better in the future?**

Patients who need urgent care will receive faster access to the right clinicians as they will be separate to emergency patients in improved facilities

To find out more about our future plans, visit [www.sath.nhs.uk/http/uec](http://www.sath.nhs.uk/http/uec) or scan the QR code



Can it be made any simpler?

Is any information irrelevant?

Is any information missing?

Are QR codes helpful?

Too much or too little information?

# Plain language flyer

## Emergency and Urgent care services in 2028

  
The Shrewsbury and  
Telford Hospital  
NHS Trust

### What you need to know

#### Emergency care - What's changing?

From 2028, all emergency care will take place at Royal Shrewsbury Hospital (RSH)

- There will be a new, modern Emergency Department (A&E)
- All emergency doctors and teams will be based at RSH
- This means faster, safer treatment for serious problems

Why we are making this change:

- A bigger and better ED for now and the future
- Faster treatment and shorter waiting times to be seen by the right doctors
- Quicker decisions about your care
- Better working spaces for our staff

Until 2028, both Royal Shrewsbury Hospital and Princess Royal Hospital A&Es are still open. Please use services as normal.

#### Urgent Treatment Centres (UTCs)

Both hospitals – PRH and RSH – will still have Urgent Treatment Centres (UTCs) and at PRH this will be bigger in size and able to cope with more patients. These are for people who need care quickly, but whose problem is not life-threatening.

What the UTCs will offer:

- You can walk in or book an appointment
- They will treat minor injuries and minor illnesses
- They will see people of all ages, even babies
- They will have scans and tests on site
- The UTC at PRH will be open 24-7
- PRH's UTC will also take some ambulance patients
- PRH will have support from other medical and rehab teams
- Same Day Emergency Care will be offered at PRH – this means you can get help without staying in hospital overnight

What they treat:  
Sprains and strains, broken bones,  
cuts and bruises, tummy pain,  
sickness, diarrhoea, rashes and skin  
problems, high temperatures

If someone goes to PRH with a life-threatening problem, staff will make them stable. They will be moved to the right hospital to continue their care. This already happens today.

What should I do in an emergency?

- Call 999 for life-threatening emergencies
- Visit 111.nhs.uk or call 111 for urgent advice

Find the right help for your needs - Visit: [www.thinkwhichservice.co.uk](http://www.thinkwhichservice.co.uk)

Can this be made any simpler?

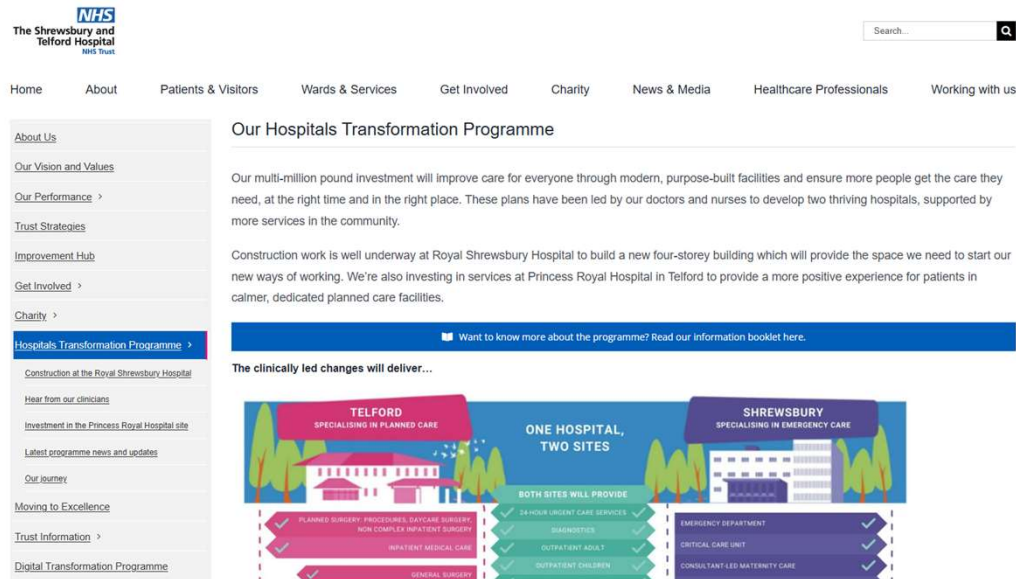
Is any information irrelevant?

Is any information missing?





# Website



We want our website to be a one stop shop for information about the programme. It should clearly describe the future changes to how care will be delivered and how this will improve care for our communities.

- What information would you like to see on the website?
- How would you like the information to be presented to you on the website? E.g. text, pictures, videos

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# Reaching our communities



The Shrewsbury and  
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NHS Trust



Integrated  
Care System  
Shropshire, Telford and Wrekin

# Our communications channels

## Social media and digital outreach

- Weekly messaging on social media platforms aligned to the key messages
- Short reel-style videos featuring emergency and urgent care clinicians
- Q&A videos, where questions are asked in advance through Instagram stories and answered by our emergency and urgent care clinicians

## Traditional media

- Local radio feature with BBC Radio Shropshire
- Proactive press release on urgent care services
- Information in ED at PRH and RSH through leaflets and digital screens

## Case studies

- Create a suite of example case studies for urgent care to be used across the campaign
- Create 'myth busting' social media graphics to support digital elements of the campaign

## Community engagement and public events

- Dedicate an 'About Health' event to feature on the UTC model – targeted outreach and promoting in and around Telford
- Pop-ups in PRH and RSH ED – interview and talk to those in the waiting rooms
- Tie-in drop-in roadshows to feature the Communication Campaign, ensuring assets are available to the public during the campaign window – use these events to film Q&As with public to generate content
- Engage with 'local influencers' and key stakeholders on topic

## Partnership with system providers

- Working with ICB to ensure messaging is aligned to the 'Think which service' campaign
- Provide briefings to local authority groups as part of the campaign – to be arranged following local elections
- Develop and share a communications toolkit to share with system partners, including GPs, libraries and community groups

# Reaching our communities



- How do we reach all communities to build understanding and awareness?
- Who should we be communicating and engaging with?
- Are there any additional routes we could consider to help share our information and messages?

## Hard to reach groups and communities

- Different language options for different communities within Shropshire, Telford & Wrekin, and mid Wales
- Where do people in these communities typically get trusted health information? (e.g. community leaders, religious centres, WhatsApp groups, local radio)
- Who would be the best person or organisation to deliver these messages?
- Are there any local networks, charities, or community groups we should partner with to improve our reach and engagement?

# Our resources

- What information would be helpful?
- What do you like/ don't like?
- What is missing/ would be helpful?





# How can you remain involved?



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# Charitable Support



Building modern healthcare facilities is challenging. While the clinical model is fully funded, hospitals must adapt to the changing healthcare needs of their communities. Our partner charities strive to enhance the experience of all people using our services, with particular focus on some exciting developments – a Cancer Centre at PRH for Telford patients, a Respiratory Centre at PRH for all our patients in Shropshire, Telford & Wrekin and mid Wales.

Our fundraising campaign supports three key areas within our new building:

Supporting future opportunities to expand services at both hospitals, including plans for a new cancer treatment centre and a respiratory centre at PRH.

Creating a positive environment for healing involves more than just treating ailments. Calm Spaces or community artwork can help foster a positive atmosphere for patients and their loved ones.

Developing community spaces within the hospital or its grounds, such as sky gardens for the new Children's Ward or Critical Care Unit, and a community garden.



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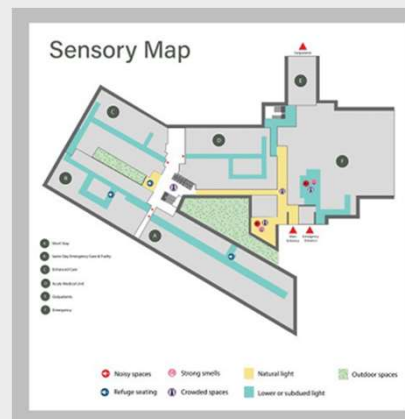
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# Public Focus Groups

We have been holding quarterly focus groups as well as one-offs covering specific topics, through which our communities have provided guidance on many aspects of the programme.

Focus Group output includes:

- A **redesigned front entrance**
- A **sensory map**, **sensory room**, and **calm spaces** for neurodiverse patients
- Plans for **dementia clocks** and **dementia friendly signage**
- Design guidance including **colour palettes**, **appropriate seating**, and **details such as USB charging ports**



## Upcoming Focus Group sessions

**Women & Children**

**2nd September, 10am-12noon**

**MEC & SAC**

**4th September, 10am-12noon**



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# About Health

We continue to update our communities via presentations, online or in person. The About Health online meetings are held quarterly over MS Teams, offering a one-hour update from senior members of the programme team, with the opportunity to ask questions. Presentations are also delivered in the community for interested groups.

If you would like us to attend an existing meeting or join you at an event, please email:  
[sath.engagement@nhs.net](mailto:sath.engagement@nhs.net)

## Next 'About Health': HTP

**29 July  
18:30-19:30**

**MS Teams**

## Other Planned Presentations:

- Shropshire Association of Local Councils – 10th June
- Monthly Update – 25 June, 11:00-12:00



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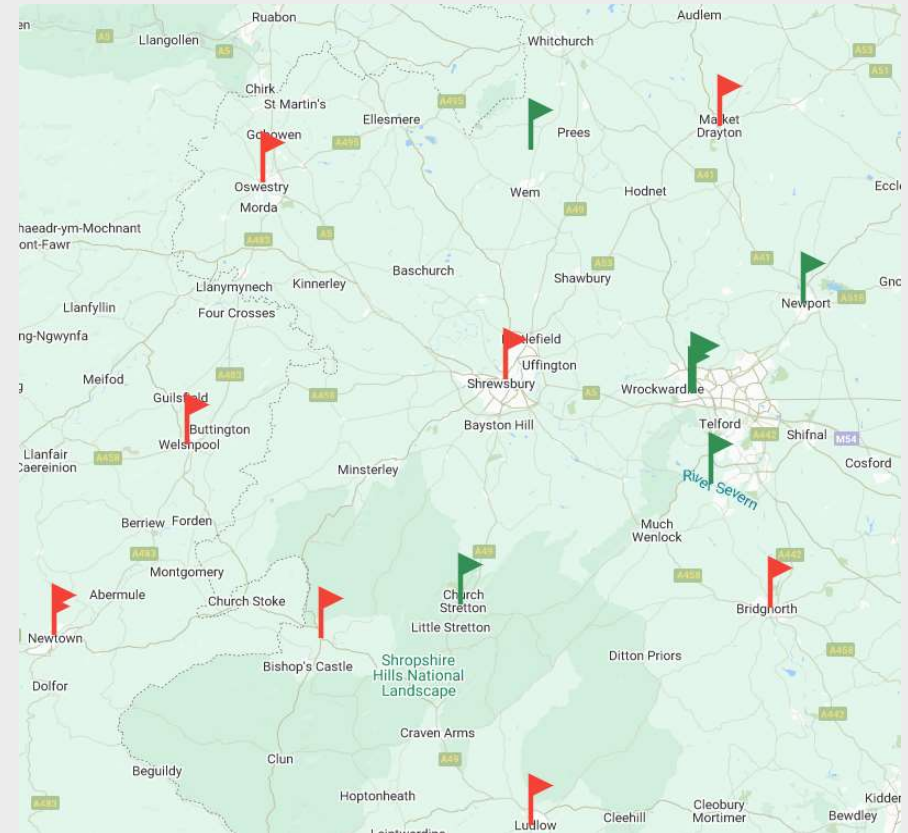


# Engagement in the Community



We will be holding informational public drop-ins through 2025 and beyond, with upcoming dates below. We are always looking for opportunities to share information, if there is an event you think we should be attending, please email [sath.engagement@nhs.net](mailto:sath.engagement@nhs.net)

- Oswestry Outdoor Market – 6<sup>th</sup> June, 10:00-13:00
- Shrewsbury Library – 13<sup>th</sup> June, 10:00-14:00
- Welshpool Market (town centre) – 16<sup>th</sup> June, 10:00-14:00
- Ludlow Market (Buttercross) – 23<sup>rd</sup> June, 10:00-14:00
- Bridgnorth Market – 11<sup>th</sup> July, 10:00-14:00
- Newtown Market – 15<sup>th</sup> July, 10:00-13:00
- Market Drayton Indoor Market – 17<sup>th</sup> September, 10:00-13:00
- Lydham Friday Market – 3<sup>rd</sup> October, 10:00-13:00
- Newtown Market – 14<sup>th</sup> October, TBC



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# Additional engagement routes



Event & Date	Subject
Monthly Hospital Update – MS Teams	Monthly Trust News Update including update on HTP
Monthly newsletter email update - sent to our 5000+ community members	Update from Public Participation team including HTP update and details on how to get involved
Quarterly About Health online updates (next one July 2025)	One hour MS Teams online presentation for public from HTP team with Q&As
Quarterly Public Assurance Forum (next one July 2025) with representatives from organisations across health & social care in Shropshire, Telford & Wrekin & Mid Wales	Presentation from HTP team with Q&As
SaTH website and intranet	Webpages which support public engagement and Latest HTP meetings/feedback <a href="#">Public Participation - SaTH</a>



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# Thank you for joining us...



- If you sign up to become a community member [sath.engagement@nhs.net](mailto:sath.engagement@nhs.net) we will keep you updated on how you can get involved and updated on the programme through our monthly update.
- Any further questions, please email: [sath.engagement@nhs.net](mailto:sath.engagement@nhs.net)



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