

Our Ref: ID1327

Re: Freedom of Information Request

Thank you for your request for information made under the Freedom of Information Act 2000 which was received into this office on the 7th February 2019.

You Asked for:

I would like a copy of the analysis brief given to the firm (Hitch Marketing?) relating to the task of analysing the consultation data received regarding the proposal to close the Walk In centres across the Wirral.

Our Response:

The following requirements were given to the supplier for the analysis of the responses to the Urgent Care Consultation and the production of an analysis report.

- Quantative and qualitative analysis of the responses to the main consultation questionnaire inclusive of 6 open questions and 7 closed questions with an open element 'other please specify'
- Quantative and qualitative analysis of Easy Read survey responses – 5 open questions and 5 closed questions with an open element 'other, please specify'
- E mails/letters/notes from phone calls received from the public and stakeholders. Including reply slips provided by Frank Field MP to his constituency members, and sent by constituency members to the CCG; letters from the public sent to Mr Field which Mr Field passed on to the CCG; list of comments from the public supplied by Mr Field (hard copy).
- Summary notes from Focus Groups/Roadshow events
- Summary of campaign petitions to include originator, title of each petition, numbers of respondents and analysis of anonymised comments
- Summary of independent survey (public) results carried out by 'Save our Minor Injuries Unit' campaign
- Summary of independent survey (GP's) results carried out by GPW Federation

Report requirements

- Word report of the analysis findings with graphs/charts/tables
- Summary of key themes inclusive of the frequency of the theme occurrence

- Demographic analysis including geographical analysis based on the four parliamentary constituencies
- Demographic analysis of results by protected characteristics.
- Inclusion of example quotations to illustrate key themes arising from the analysis

We hope this information is useful, however if you require any further information please do not hesitate to contact a member of the Corporate Affairs Team (contact details at the top of this letter)

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