

Consultation response report

Proposal to change the name of Whipton community hospital to Exeter community hospital (Whipton)

December 2011

1. Background and context

In July this year, the Trust was contacted by Whipton hospital League of Friends and the issue of a possible name change for the hospital was raised.

Whipton hospital League of Friends was set up earlier this year by NHS Devon, who provided funds to establish a charity to support Exeter after many years without a League.

Over several months, the League heard from a wide range of staff, patients and visitors at Whipton hospital that the name 'Whipton' did not reflect the whole catchment population served by the hospital. In addition, people felt that it was not consistent with the Trust's 16 other community hospitals, which are all named after the town in which they are located.

The consultation therefore proposed changing the name, in the interim, to Exeter community hospital (Whipton), with a view to removing the Whipton reference after 12 months, once stakeholders and patients are familiar with the new name.

2. Methodology

A letter with details about the proposed consultation and a response sheet asking for people's views and comments about the proposed name change were sent to a comprehensive list of stakeholders (see appendices 1, 2 and 3).

A press release was sent to the local paper, the Exeter Express and Echo, informing the public of the consultation and including details of how to give feedback.

The letter and response sheets were posted on all staff noticeboards and in communal staff areas around Whipton hospital. The consultation was also discussed at all team meetings both at the hospital and in the local community. In addition, copies of the letter and response sheet were placed on public noticeboards in each ward for staff, visitors and patients to see.

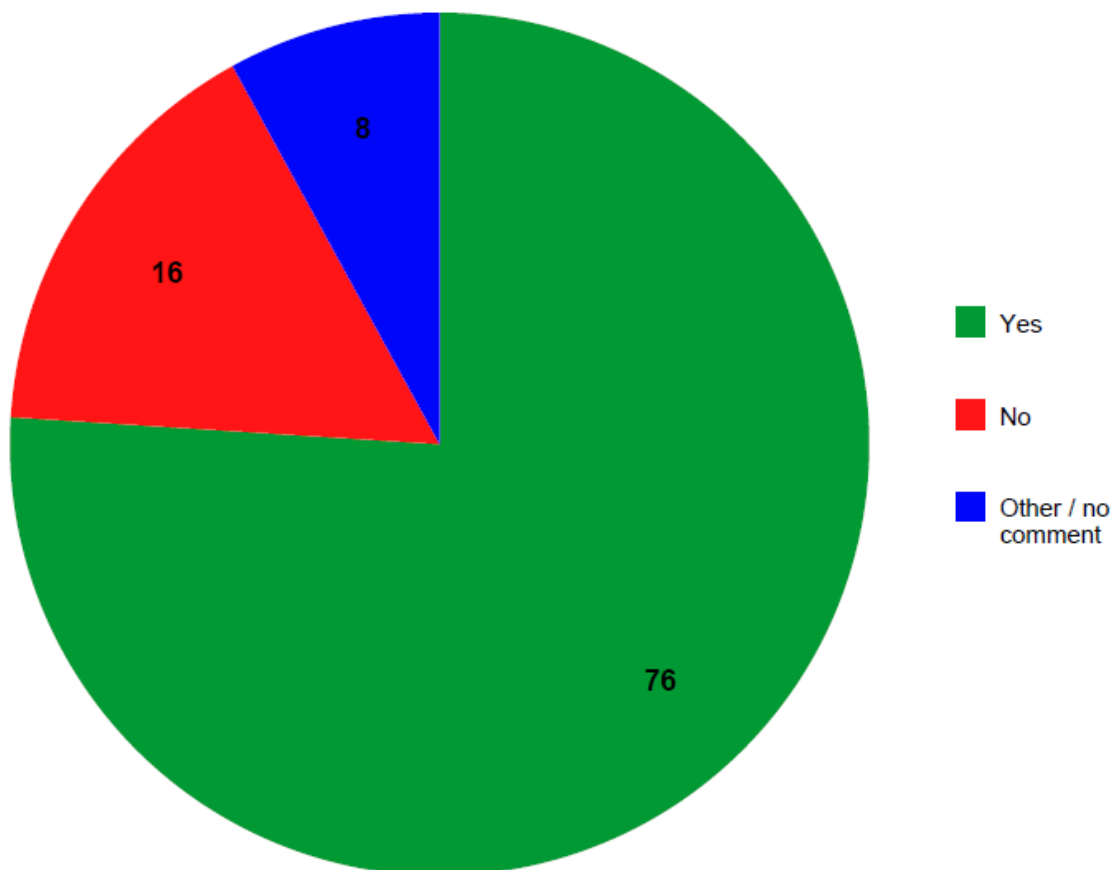
Details about the consultation were posted on the Trust's website and intranet, with links to the response sheet, in order to make completing the form as easy and quick as possible for staff.

A brief paragraph with a link to the letter and response sheet also appeared in the weekly Chief Executive's Bulletin which is sent to all staff across the Trust. The consultation ran from 23 August to 30 September 2011.

3. Findings

A total of 74 responses were received which are shown in appendix 4. The responses can be broken down as follows:

Yes, the name should be changed:	56	(76%)
No, the name should stay as it is:	12	(16%)
Other / no comment:	6	(8%)



A snapshot of the comments received are overleaf:

Pro- name change:

- “We need to ensure that stakeholders and patients are aware that we are a community hospital in our own right serving the Exeter area and not an off-site ward of the RD&E. Hopefully a name change would help towards this.”
- “With all the other community hospitals in the trust reflecting the towns/areas they serve it makes sense to rename the hospital to make it clearer for patients and the wider healthcare community.”
- “I feel the population that we serve does not realise that Whipton is their community hospital - they think it just serves Whipton. The name change would give us a proper identity as Exeter's community hospital.”
- “It would be lovely to have the same relationship with our local community that other hospitals, such as Sidmouth, Honiton and Exmouth, have.”
- “The hospital accommodates everyone in the Exeter area – not just Whipton. Therefore, a change of name would be appropriate – to try to gain support.”
- “Other community hospitals have the town name in their title, and as our catchment area stretches as far as Starcross it makes sense.”

Anti- name change:

- “I think it may take longer than 12 months for the local community to acknowledge the hospital as Exeter as opposed to Whipton. May I suggest a 2 year period with the reference to Whipton.”
- “Why spend money on this change that people will still refer to Whipton Hospital for many years to come.”
- “I feel that changing the name could confuse a lot of people.”
- “A change of name includes many hidden costs which would be of better use for patients and staff.”
- “I don't think it really matters whether the name is Exeter community hospital or Whipton. North Devon District Hospital's name reflects its catchment area but is still referred to as Barnstaple Hospital by many patients (and staff) as this is its location. If the name is changed, some will still call it by the old name as it denotes its location.”

4. Recommendations

As a result of the overwhelming support as shown in the consultation responses, the Trust proposes that Whipton community hospital should go ahead with the name change.

The Trust therefore proposes that the name is initially changed to Exeter community hospital (Whipton), with a view to removing the Whipton reference after 12 months, once stakeholders and patients are familiar with the new name.

The Trust's estates department will arrange for all signage on the hospital premises to be replaced with the new name. It is anticipated that this work will commence early in the new year and be completed by April 2012.

A copy of this report and a letter confirming the name change will be sent to all stakeholders who took part in the consultation. Notices will also be placed in the local press, on the Trust's website and in the Chief Executive's Bulletin.

In order to minimise the cost implications of the change, it is suggested that all stationery is used up before new supplies are ordered with the new name.

Appendix 1 – letter to stakeholders

Trinity Suite
North Devon District Hospital
Raleigh Park
Barnstaple, Devon
EX31 4JB

Tel: 01271 349566
Fax: 01271 311541
Minicom: 01271 322746

www.northdevonhealth.nhs.uk

23 August 2011

Dear Sir/Madam

I am writing to request your feedback on a proposed name change of Whipton community hospital in Exeter. Our staff have requested this change and we would like to hear your views.

In addition, I would formally like to launch the new hospital League of Friends charity at this site.

Whipton community hospital is Exeter's only community hospital and serves all of Exeter's residents with a wide range of in-patient and rehabilitation facilities. It has two wards, Budlake and Poltimore, which are located in separate buildings on the large site. The hospital has a total of 39 in-patient beds.

The hospital also provides valuable links with teams in mental health, social services and the voluntary care sector. The hospital cares mainly for older patients, most of whom transfer from the RD&E hospital following an episode of acute health care such as a medical emergency, operation, fall or fracture. The average age of patients is 85, meaning that care is often provided to patients with complex mental health needs, such as dementia, alongside other physical health problems.

With all this in mind, the Trust feels that the name 'Whipton' does not reflect the whole catchment population served by the hospital. We therefore propose changing the name, in the interim, to Exeter community hospital (Whipton), with a view to removing the Whipton reference after 12 months, once stakeholders and patients are familiar with the new name.

In addition, and with the launch of the new League of Friends at the hospital, we are keen to generate new interest and strong local ownership of the hospital and help support any of the League's fundraising activities by placing a greater emphasis on the hospital as being city-wide.

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The League of Friends will work in partnership with the hospital to raise funds, provide volunteers and act as a bridge with the local health community, in order to enhance and improve the service that we deliver to our patients, staff and visitors.

We would like to reassure you that the change of name will not affect any of the services the hospital provides to its patients, staff and visitors and that the main priority will continue to be the delivery of excellent healthcare.

We welcome your feedback on the hospital's proposed change of name and you can do this in the following easy ways:

- Fill in the attached feedback sheet and email to jill.coleman@ndevon.swest.nhs.uk
- Print off the feedback sheet, fill in and send to: Jill Coleman, Trinity Suite, Level 5, North Devon District Hospital, Raleigh Park, Barnstaple, Devon EX31 4JB
- If you are a member of Northern Devon Healthcare Trust staff, log on to Bob and fill in the form online at <http://ndht.ndevon.swest.nhs.uk/?p=7137>

The consultation runs from 23 August to 30 September 2011.

Please circulate this letter with other members of your team or to other departments as appropriate.

If you need this letter in a different language or format, such as Braille or large-type, please contact the Patient Advice and Liaison Service (PALS) on 01271 314 090.

Yours sincerely,

Jac Kelly
Chief Executive
Northern Devon Healthcare NHS Trust

Appendix 2 – response sheet

Whipton community hospital

Change of name consultation

Yes, Whipton community hospital should change its name to Exeter community hospital

No, Whipton community hospital should keep its name as it is

Other

Your comments:

Thank you for your feedback.

Appendix 3 – list of stakeholders

Name	Contact	Email	Address	Person
Whipton staff	Individual members of staff	Letters to be placed in staff rooms and on noticeboards to ensure staff are aware of the consultation		Cathy/Sharon
Patients	All patients and visitors	Letters placed on all ward noticeboards with response sheets		Cathy/Sharon
League of Friends committee	Individuals	<p>Members:</p> <p>Susan Booth Susan.Booth@exetercvs.org.uk Liz Byrne liz.byrne@embconsulting.co.uk Chris Cottam chris.cottam@nhs.net Megan Cross m.cross@tozers.co.uk Jennifer Crossland jennifer.crossland@nhs.net Maureen Hall maureena.hall@nhs.net Chris Harrison scoobydoo.exeter@virgin.net Lisa Priestley lpriestley@assetskills.org Esme Yerlett eyerlett@hotmail.co.uk</p> <p>Advisors:</p> <p>Lucy DeGaris L.DeGaris@westbankfriends.org; Julie Farrant J.Farrant@westbankfriends.org; Stephen Hudson stephenhudson@nhs.net; Sharon McAtackney sharon.mcatackney@nhs.net; Cathy Weeks cathy.weeks@nhs.net</p>		
Trust board	Individual board members	Jacqueline.kelly@ndevon.swest.nhs.uk Andy.robinson@ndevon.swest.nhs.uk Carolyn.mills@ndevon.swest.nhs.uk Alison.diamond@ndevon.swest.nhs.uk Kate.lyons@ndevon.swest.nhs.uk Maureen.bignell@ndevon.swest.nhs.uk lain.roy@ndevon.swest.nhs.uk Roger.French8@btinternet.com paulinegeen@yahoo.co.uk Janereynolds1@aol.com atuckerjones@hotmail.com		Jill

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Local complex care team		Jane.cawthorne-weaver@nhs.net Sarah.gaernsworthy@nhs.net g.mills@nhs.net Helen.southard@nhs.net Richard.baker@devon.gov.uk Nicky.skinner@devon.gov.uk		Jill
Local cluster AHPs who use or visit the hospital (ie physios, etc)		Sue.campling@nhs.net sally-anne.found@nhs.net Lisa.butler@nhs.net		Jill
RD&E	Angela Pedder, chief exec Wendy Shaw - head of comms	Angela.pedder@redft.nhs.uk Wendy.shaw@rdeft.nhs.uk		Jill
Devon Docs	Chris Wright - chief exec	Chris.wright1@nhs.net		Jill
SWAST	Ken Wenman – chief exec Melodie Juste – head of comms	ken.wenman@swast.nhs.uk Melodie.juste@swast.nhs.uk		Jill
GP practices	Practice managers	maggie.beckett@nhs.net david.cobley@nhs.net liz.deasy@nhs.net lyn.drew@nhs.net cindyflatt@nhs.net steph.george@nhs.net gill.heppell@nhs.net lucille.hudson@nhs.net justine.payton@nhs.net sandra.preece@nhs.net h.townsend@nhs.net len.young@nhs.net rachael.hallam@nhs.net paulhandford@nhs.net sandra.cole@nhs.net Gillian.champion@nhs.net Andypotter@nhs.net		Jill

		Julie.croze@nhs.net Chris.gallienne@nhs.net ericajane.hallwood@nhs.net		
East Devon consortia chairs board	Chair – David Jenner	David.jenner@nhs.net		Jill
Eastern locality	Locality director – John Finn Comms lead – Liz Hankin	John.finn@nhs.net elizabeth.hankin@nhs.net		Jill
Devon County Council	Chief exec – Phil Norrey	Phil.norrey@devon.gov.uk		Jill
Exeter City Council	Chief exec – Philip Bostock - PA Ida Wilson Comms manager – Mandy Pearse	Ida.wilson@exeter.gov.uk Mandy.pearse@exeter.gov.uk		Jill
MP for area	Ben Bradshaw	Bradshawb@parliament.uk		Jill
Patient groups / voluntary	Age Concern Paul Pilkington (manager of Older People’s Mental Health)	Wendy has details		Cathy/Sharon
DPT	Chief exec – Iain Tulley Head of comms – Peter Leggatt	Iain.tulley@nhs.net Peter.leggatt@nhs.net		Jill
LINK Devon	Rebecca Keeling	rebecca.keeling@edvsa.org.uk		Jill
NHS Devon	Ann James Chair Head of comms	annjames@nhs.net david.radford@nhs.net nick.pearson@nhs.net		Jill
PALS (NDHT)	Chair	pals@ndevon.swest.nhs.uk		Jill
OSC	Camilla De Bernhardt	camilla.de.bernhardt@devon.gov.uk		Jill

Appendix 4 – consultation responses
Whipton to Exeter Community Hospital Name Change Consultation

Date	Choice				Comments
	Yes - WCH should change its name to ECH	No - it should not	Other	No choice provided	
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				We need to ensure that stakeholders + patients are aware that we are a Community Hospital in our own right serving the Exeter area and not an off site ward of the RD&E acute trust. Hopefully a name change would help towards this.
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
23/08/2011	1				
24/08/2011	1				

24/08/2011	1				
24/08/2011	1				
24/08/2011	1				
24/08/2011	1				
24/08/2011			1		
24/08/2011				1	
24/08/2011				1	
24/08/2011			1		I don't think it really matters whether the name is Exeter Community Hospital or Whipton. North Devon District Hospital's name reflects its catchment area but is still referred to as Barnstaple Hospital by many patients (and staff) as this is its location. If the name is changed, some will still call it by the old name as it denotes its location.
24/08/2011	1				Although I live and work in North Devon, this sounds like an excellent proposal.
	1				I think it may take longer than 12 months for the local community to acknowledge the hospital as Exeter as opposed to Whipton. May I suggest a 2 year period with the reference to whipton.
25/08/2011	1				
25/08/2011	1				
25/08/2011	1				
25/08/2011	1				
26/08/2011	1				
26/08/2011				1	I think you should wait until we know what we will be calling our new Foundation Trust. Exeter (anything) makes it sound detached from our Trust at present
26/08/2011	1				
26/08/2011		1			Changing the name will cause a lot of confusion for everyone - patients, postal service - the building is in WHIPTON for goodness sake. Even if the name is changed it will always be know for years to come as "Whipton Hospital" There are so many changes with names eg. Exeter PCT to Northern Devon HCT why create more unnecessarily
29/08/2011	1				serves all of exeter not just whipton, however there used to be a hospital - franklyn serving the other side of exeter
29/08/2011		1			

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30/08/2011		1			My Staff in the catering deptment here at Whipton don't want a name change,They feel it will be to confusing to the public.Also the name Whipton they feel only denotes the location of the hospital not which area it servers.Last but not lest we are all told that savings have to be made in these challenging economic times,is this really the best way of going about it.?!? Chris Morgan (Catering Manager)
30/08/2011		1			
31/08/2011	1				
31/08/2011	1				
01/09/2011	1				
01/09/2011		1			All the population of Exeter knows Whipton Hospital and what it does. Many have been to Whipton over the years and will not accept a new name for a familiar hospital. Why spend money on this change that people will still refer to Whipton Hospital for many years to come.
02/09/2011	1				
02/09/2011	1				
02/09/2011	1				
02/09/2011	1				
05/09/2011	1				
05/09/2011	1				
06/09/2011	1				
08/09/2011		1			
08/09/2011	1				
08/09/2011		1			I feel that changing the name could confuse a lot of people - especially if the name is changed to 'Exeter Community Hospital' as previously mentioned as a lot of people would relate this to the RDE. At least if it remains 'Whipton' Hospital people know where it is located, especially as we mostly deal with the elderly population and are used to the divide i.e. between Whipton Community Hospital and Franklyn Community Hospital (which I presume is not changing)!!
08/09/2011	1				
08/09/2011	1				
08/09/2011		1			I have always asumed that 'Whipton' refers to the location, just as RD and E (Wonford) is often referred to as Wonford, so don't see a need for change, especially as our change to NDHT glaringly ignores where Exeter is and has meant a huge waste of headed paper already. Those of us who suffer changes brought about by those higher up see the waste first hand.

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09/09/2011	1				With all the other community hospitals in the trust reflecting the towns/areas they serve this makes sense to rename the hospital to make it clearer for patients & the wider healthcare community of the purpose & function of the hospital
09/09/2011	1				
09/09/2011			1		I think that would lead to more confusion as the general public would not really know the difference between that and the RDE.
09/09/2011	1				
10/09/2011	1				I feel the population that we serve as Exeter's community hospital does not realise that Whipton is their community hospital - they think it just serves whipton- which is small residential area in Exeter. The name change would give us a proper identity as Exeter's community hospital and may also help to foster ownership and support from the citizens of Exeter (who currently I feel think that the RD&E is Exeter's only hospital).It would be lovely to have the same relationship with our local community that other hospitals , such as sidmouth , honiton , exmouth - in fact all the 12 Eastern NDHT community hospitals- have .
13/09/2011	1				
13/09/2011	1				EXETER COMMUNITY HOSPITAL This would be in line with other community hospitals. (‘Other’ was selected I have moved into yes based on the response they have given)
13/09/2011		1			
14/09/2011		1			it would be a huge expense!
23/09/2011	1				
30/09/2011		1			* A change of name includes many hidden costs which would be of better use for patients and staff. The community know what Whipton Hospital's function is. (Response received from Jill Coleman)
30/09/2011		1			* There are 2 Community Hospitals in Exeter – the other is Franklyn Hospital. General population refer to RD&E as ‘Exeter’ Hospital. Therefore, confusion could be caused especially as stated the population using Whipton are elderly. Changing name also is a wasted huge financial expenditure that the NHS can ill-afford. (Response received from Jill Coleman)
30/09/2011	1				* This is a good idea to move forward with the times – a positive step. (Response received from Jill Coleman)

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30/09/2011	1				* The hospital accommodates everyone in the Exeter area – not just Whipton. Therefore, a change of name would be appropriate – to try to gain support. (Response received from Jill Coleman)
30/09/2011	1				* Other Community Hospitals have the town name in their title, and as our catchment area stretches as far as Starcross it makes sense. (Response received from Jill Coleman)
30/09/2011	1				* Very good idea. (Response received from Jill Coleman)
30/09/2011	1				* A lot of Exeter residents don't know we are here! It makes sense to have a name that implies hospital serves all of Exeter. (Response received from Jill Coleman)
30/09/2011	1				(Response received from Jill Coleman)
30/09/2011	1				(Response received from Jill Coleman)

	YES to change	No - do NOT change	other	No choice provided
TOTAL	56	12	3	3

Total number of responses: 74

%	76%	16%	4%	4%
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