

Trust Board Paper X

To:	Trust Board						
From:	Mark Wightman, Director of Marketing and Communications						
Date:	28 th November 2013						
CQC regulation:							
Title:	Summary of results from November 2013 Reputation Audit						
Author/Responsible Director: Karl Mayes, PPI & Membership Manager / Mark Wightman, Director of Communications and Marketing							
Purpose of the Report: To update the Board with a summary of results from a reputation audit carried out in November 2013							
The Report is provided to the Board for:							
<table border="1"> <tr> <td>Decision</td> <td></td> </tr> </table>		Decision		<table border="1"> <tr> <td>Discussion</td> <td>X</td> </tr> </table>		Discussion	X
Decision							
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<table border="1"> <tr> <td>Assurance</td> <td>X</td> </tr> </table>		Assurance	X	<table border="1"> <tr> <td>Endorsement</td> <td></td> </tr> </table>		Endorsement	
Assurance	X						
Endorsement							
Summary / Key Points:							
<p>In November 2013 a reputation audit was conducted which sought to assess perceptions of the Trust among its stakeholders. The most positive responses were received from our Trust members and members of the public. Overall, the majority of responses were positive. For example, 81% of respondents were either satisfied or very satisfied with their dealings with Trust staff over the last year.</p> <p>Public and voluntary sector stakeholders were motivated to work with the Trust although a significant minority did not feel involved in the development of Trust policy and services. There is clearly an opportunity to look at how we recognise and value stakeholder contributions and make more of the high level of motivation among these stakeholders.</p> <p>When asked about the Trust's reputation across LLR, 57% of our public and voluntary sector stakeholders either agreed or agreed strongly that our reputation was good. However 29% stated that the Trust did not have a good local reputation.</p>							
Recommendations:							
It is recommended that the reputation audit be repeated bi-annually with a more targeted focus on soliciting public and voluntary sector responses. Comparative data, once available, to form the basis of an action plan.							
Previously considered at another corporate UHL Committee?							
No							
Board Assurance Framework:		Performance KPIs year to date:					
Resource Implications (eg Financial, HR):							
The reputation audit has been administered by the PPI and membership manager and							

Clinical Audit team.
Assurance Implications: The Board are asked to note the outcome of this audit and will be presented with comparative data once the second audit is conducted in May 2014.
Patient and Public Involvement (PPI) Implications: The reputation audit is one of a number of tools and methods by which the Trust seeks to understand the views and perception of patients and the wider public. The data it generates will provide a useful range of issues with which to further engage public stakeholders.
Stakeholder Engagement Implications: As above, the audit directly engages with stakeholders, both to explore their perceptions of the Trust and to identify areas in which stakeholder engagement may improve.
Equality Impact: The audit was distributed across a wide range of stakeholder networks, including many who represent protected characteristic groups as identified by the Equality Act. On this occasion, equality monitoring was not applied to incoming responses. This is a learning point for subsequent audits.
Information exempt from Disclosure: No
Requirement for further review? A repeat audit will be conducted in May 2014 with comparative data presented to the Board thereafter.

UNIVERSITY HOSPITALS OF LEICESTER NHS TRUST

REPORT TO: Trust Board

REPORT BY: Karl Mayes, PPI and Membership Manager, Carl Walker, Clinical Audit Manager

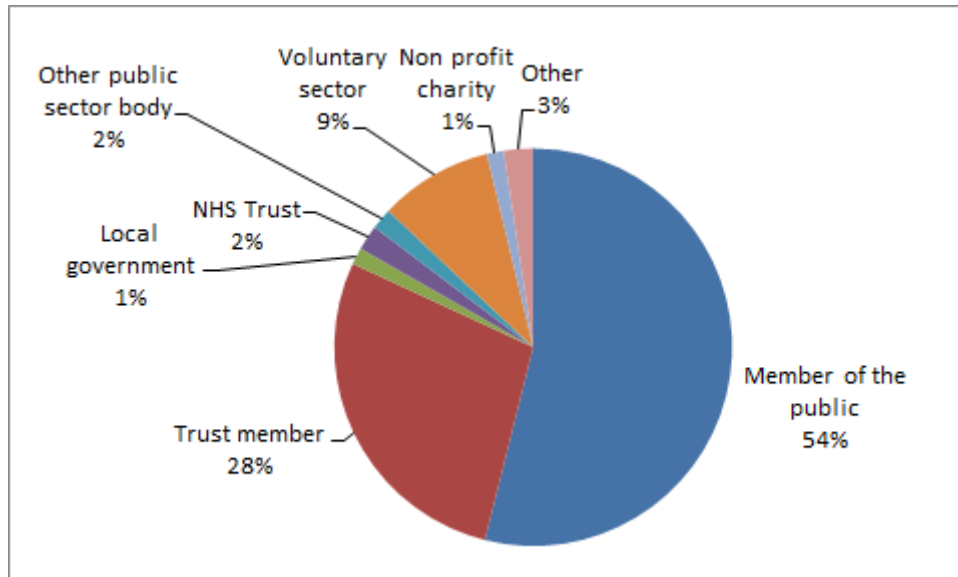
DATE: November 28th, 2013

SUBJECT: Summary of results from November 2013 Reputation Survey

1. Introduction

1.1 In November 2013 a reputation survey was conducted which sought to assess perceptions of the Trust among its key stakeholders. A survey of this nature has been recommended by the NHS Confederation's paper on Reputation management¹. The survey, which ran for three weeks, was disseminated to voluntary and public sector partner organisations and through patient and public networks (including the Trust's public membership). The reputation survey will be repeated bi-annually to provide the board with an overview of how the Trust is perceived, alongside other feedback already in place such as the Friends & family test etc.

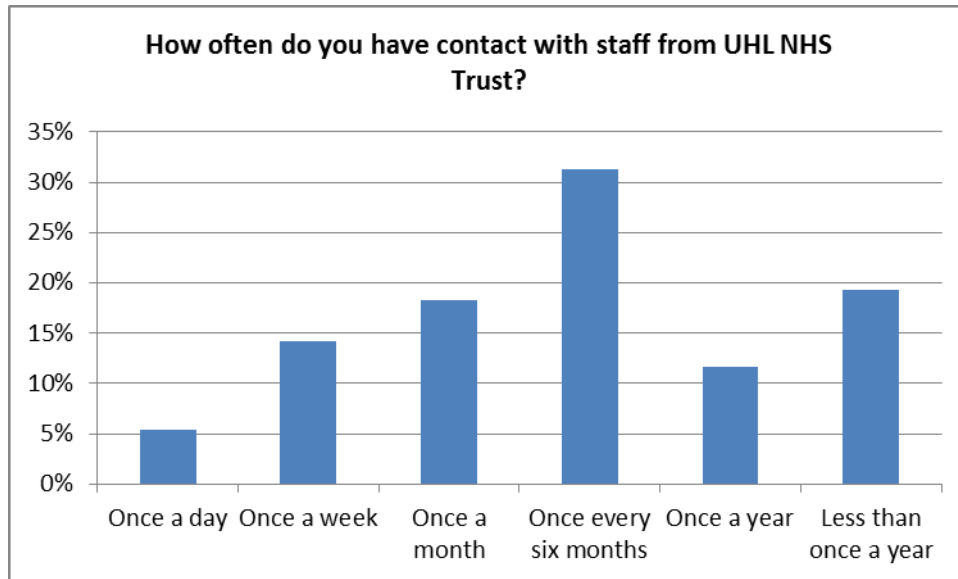
1.2 The survey was sent to a range of individuals and organisations (see Appendix 1.) and a total of 319 valid responses were received. The distribution of respondents (as a percentage of total respondents) may be found in the chart below.



1.3 The majority of responses were from members of the public (53%) and Trust public members (28%). Public (including NHS) and voluntary sector bodies comprised approximately 15% of respondents.

1.4 Contact with the Trust varied among respondents. 62% said that they were in contact once every 6 months or less frequently.

¹ Reputation Management: A Guide for Boards. NHS Confederation (2009).



1.5 Only 14 of the 319 responses had no dealings with trust within the last 12 months and those that did 81% were very satisfied or satisfied with their interactions with staff.

2. Format of the survey

2.1 All respondents were asked a series of questions relating to the Trust’s values and the extent to which we are judged to be “living” them. All respondents were also asked to rate our interaction with them and to respond to the “Friends and Family Test” question; “how likely are you to recommend our hospitals to friends and family if they needed care or treatment”?

2.2 Public and voluntary sector partners were then asked a further series of questions which explored in greater detail the way in which the Trust interacts with and is viewed by its stakeholders. As such, the survey generated both a reflection on the Trust as a service provider and as a professional partner.

2.3 The Clinical Audit Team provided support and expertise to develop the reputation survey which was sent out electronically using the department’s CRT online survey. The team also helped analyse the response data presented in this document.

2.4 A full breakdown of the results from the survey is provided in Appendix 2 of this paper. To help provide a summary of strengths and areas for development a simple scoring system was applied to the satisfaction questions with 5 valid response options in the survey. A scoring system produced scores with a possible range of 1-5 with a score of 5 being a perfect satisfaction. The scores for each relevant question are shown in the tables below for each section alongside the results of the other questions asked. Responses are ranked, with the most favourable responses ranked first.

3. Results: our values (answered by all respondents)

3.1 The first section of the survey asked how well we live up to our values.

RANK	OUR VALUES AND BEHAVIOUR: As an organisation we are committed to living our values. Looking at the values below, please rate whether you think we are living them:	Satisfaction score
1	We treat people how we would like to be treated	3.71
2	We are one team and we are best when we work together	3.63
3	We do what we say we are going to do	3.57
4	We focus on what matters most	3.52
5	We are passionate and creative in our work	3.39

3.2 Respondents felt we were living our value 'we treat people how we would like to be treated' the most. They were most ambivalent when asked to reflect on the value "we are passionate and creative in our work". While this may indicate that we are not perceived as a particularly creative and passionate organisation; it may equally suggest that our passion and creativity is simply not as visible as it could be.

4. Results: stakeholder / partnership working (answered by all respondents)

4.1 Again, the following questions were asked of all respondents. They aimed to explore day to day interactions with the Trust.

RANK	Below is a list of 6 attributes which we think are important to good stakeholder/partnership working. Could you rate your experience as indicated when considering these:	Satisfaction score
1	Staff that are knowledgeable about their area of work	3.74
2	Staff who treat you with courtesy and respect	3.64
3	Providing accurate and reliable information	3.44
4	Providing timely and appropriate responses	3.23
5	Willing to take your views on board	3.14
6	Is open to challenge	3.06

4.2 The results show that our staff's knowledge about their area of work was deemed to be our strongest attribute. This statement elicited a very positive response with only 10% replying in the negative. This was closely followed by 'Staff who treat you with courtesy and respect' where 87% of responses to this statement were in the positive spectrum (excellent, very good and good).

4.3 The lowest scoring attribute was 'The Trust is open to challenge' with 28% of respondents recording a response of poor or very poor in this area.

5 Working with our stakeholders (answered only by public and voluntary sector respondents)

5.1 The following questions were available to respondents representing public and voluntary sector organisations. As such, responses are more reflective of the quality of our working relationships than that of our service delivery.

RANK	Below are a further four statements about the way in which Leicester's Hospitals work with stakeholders. Please indicate to what extent you agree or disagree with each:	Satisfaction score
1	I am personally motivated to work in partnership with Leicester's	4.17

	Hospitals to achieve their vision	
2	Leicester's Hospitals are fair and equal in their treatment of stakeholders	3.88
3	I feel valued for the contribution I make to the work of Leicester's Hospitals	3.78
4	I feel involved in the development of Leicester's Hospitals policy and services	3.51

5.2 The highest level of satisfaction came in response to the statement 'I am personally motivated to work in partnership with Leicester's Hospitals to achieve their vision'. This elicited a positive response from the majority of respondents with 82% expressing a personal desire to work in partnership with us.

5.3 By contrast, the least positive statement was 'I feel involved in the development of Leicester's Hospitals' policy and services'. 25% of respondents did not agree with this statement while 58% suggested that they did feel involved in our service development and policies.

6. Results: reputation (answered only by public and voluntary sector respondents)

6.1 The following questions focused more specifically on the reputation of Leicester's Hospitals and respondents' experience of doing business with us. We asked;

RANK	REPUTATION:	Satisfaction score
1	When dealing with a member of staff have you been satisfied with their politeness and courtesy?	4.08
2	As an organisation, are we easy to do business with?	3.55
3	Do you think that Leicester's Hospitals have a good reputation outside of the county?	3.32
4	Do you think that Leicester's Hospitals have a good reputation locally (across Leicester, Leicestershire and Rutland)?	3.30

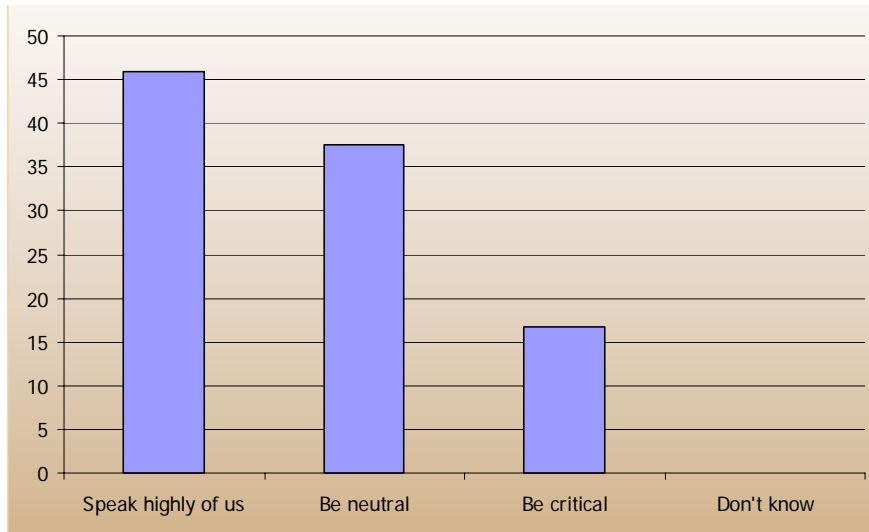
6.2 The highest scoring statement in this section related to the politeness and courtesy of staff. 87% of our stakeholders recorded a positive response to this question with just 4% saying they were dissatisfied with their interaction with our staff.

6.3 When asked if the Trust was easy to do business with, 52% agreed or agreed strongly. 25% provided neutral responses and just over 15% disagreed or disagreed strongly.

6.4 When asked to think about the Trust's reputation across LLR, 57% either agreed or agreed strongly that our reputation was good. However 29% stated that the Trust did not have a good local reputation.

6.5 Reflecting on the Trust's reputation outside of the county, 33% of respondents noted that UHL had a good reputation. 42% did not know about the Trust's wider reputation however, and just over 10% recorded that the Trust did not have a good reputation.

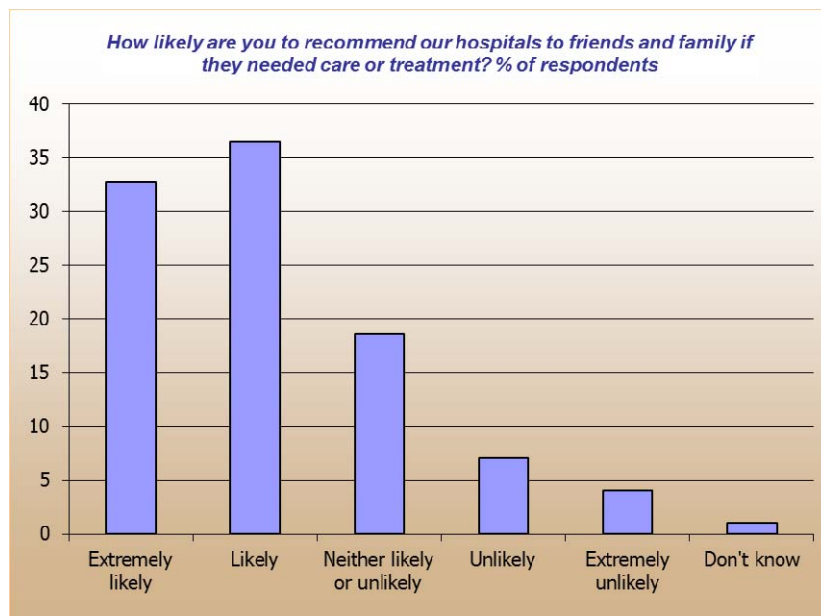
6.6 The final question in this section asked how respondents would speak of the Trust to others. As illustrated in the chart below, 46% of respondents with whom we have a working relationship said they would speak highly of us. 37% said they would be neutral and 17% would speak of the Trust critically.



Which of these comes closest to describing how you would speak about Leicester's Hospitals?

7. Results: the Friends and Family Test (answered by all respondents)

7.1 As noted above, the survey also applied the Friends and Family test to respondents, asking; "how likely are you to recommend our hospitals to friends and family if they needed care or treatment"?

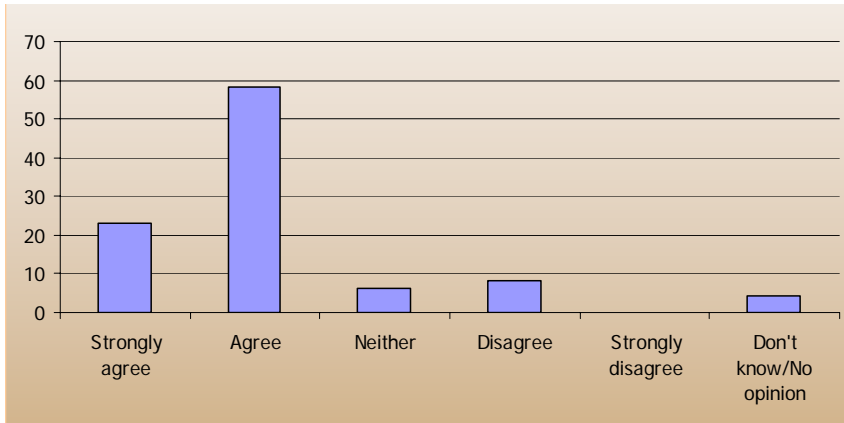


This response equates to a FFT score of 3.1 which is significantly lower than the FFT score for the trust from patients (66 in October). This score should be viewed in the context of 70% of respondents either likely or extremely likely to recommend us. Unfortunately the scoring process for the FFT does not reflect the majority support elicited by this survey.

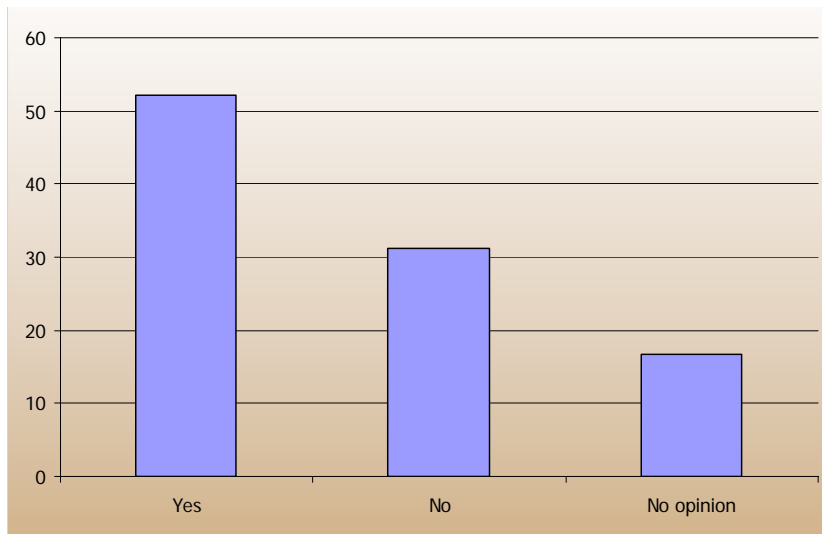
8. Results: communication (answered only by Public and voluntary sector respondents)

8.1 The survey concluded with a reflection on communication with and by Leicester's Hospitals. The results will be helpful in terms of tailoring future communication plans and strategies etc. We asked;

8.1.1 Excluding personal correspondence, do you regularly hear from Leicester's Hospitals?

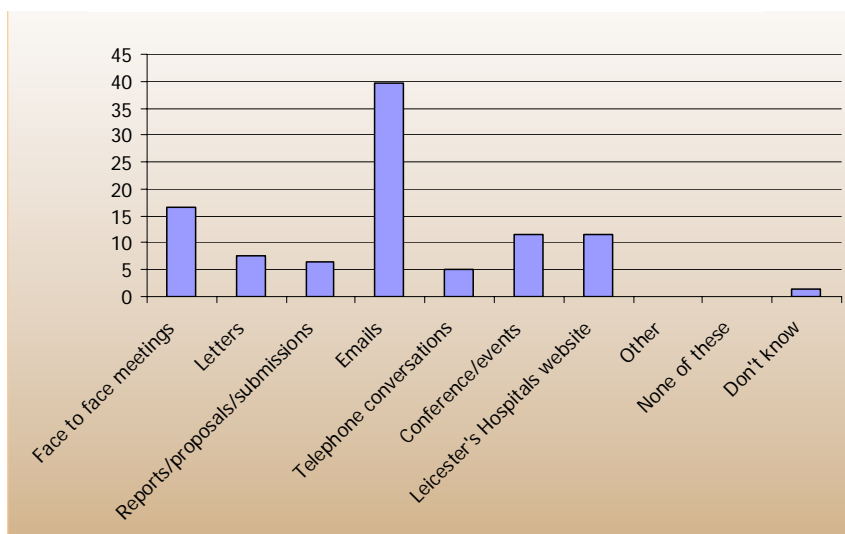


8.1.2 Would you like to hear more from Leicester's Hospitals?



Taking the last two questions together, 80% of respondents felt that they heard regularly from the Trust and 52% would like to hear more. 31% did not wish to hear more from the Trust.

8.1.3 Which form should that communication ideally take? (Please select the most important)



Preferences expressed in response to this question ranged from face to face meetings to conferences and more content on the Trust's web site. However, the majority (40%) said they would prefer communication by email.

9. Summary

9.1 Overall, the majority of responses were positive. For example, 81% of respondents were either satisfied or very satisfied with their dealings with Trust staff over the last year. 70% were either likely or very likely to recommend us to their friends and family if they needed care or treatment.

9.2 In terms of our day to day interaction with stakeholders much of the data from the survey was positive. 83% of respondents felt we were good at providing reliable and accurate information and 72% rated us positively as an organisation that is open to challenge. Naturally the remaining 28% who do not share this view are of concern. Of concern too are the 23% of respondents who rated us poor or very poor on our willingness to take stakeholder views on board.

9.3 Although often a source of complaints to the Trust, experiences of staff attitudes and behaviours were rated highly in the survey. 87% of all respondents felt that staff had treated them with courtesy and respect. Among our public and voluntary sector stakeholders 87% again were satisfied that, when dealing with a member of staff, they were treated with politeness and courtesy. Indeed, just 4% stated that they had been dissatisfied when interacting with staff.

9.4 Focusing specifically on our public and voluntary sector stakeholders we find a high degree of personal motivation to work in partnership with the Trust to achieve its vision (82%). However, 25% recorded that they did not feel involved in the development of Trust policy and services and 29% either responded neutrally or disagreed with the statement "I feel valued for the contribution I make to Leicester's Hospitals". There is clearly an opportunity to look at how we recognise and value stakeholder contributions and make more of the high level of motivation among neighbouring organisations.













9.5 Just over half of our public and voluntary sector stakeholders felt that the Trust was easy to do business with (25% were neutral and 15% disagreed). When asked about how they would speak about the Trust 46% of respondents with whom we have a working relationship said they would

speak highly of us. 37% said they would be neutral and 17% stated that they would speak of the Trust critically.

9.6 In general the survey reveals a number of positive experiences of the Trust and attitudes towards it. However, this does not necessarily translate to a good reputation. When asked about the Trust's reputation across LLR, 57% of our public and voluntary sector stakeholders either agreed or agreed strongly that our reputation was good. However 29% stated that the Trust did not have a good local reputation.

10. NHS Choices ratings: November 2013

10.1 In addition to the Trust's reputation survey, a snapshot of ratings gathered by the NHS Choices web site is shown below. The data is split by hospital site and records service user ratings, staff recommendations, data on response to safety alerts, mortality rate and performance against CQC standards.

User rating by staff safety alerts	Recommended to patient	Responding standards	Mortality Rate national	CQC
Glenfield Hospital				
 82 ratings Rate it yourself	55 % of staff who would recommend this organisation	 Poor - Some alerts not signed off after deadline	 As expected in hospital and up to 30 days after discharge (1.0491)	 All standards met Visit CQC profile
Leicester Royal Infirmary				
 240 ratings Rate it yourself	55 % of staff who would recommend this organisation	 Poor - Some alerts not signed off after deadline	 As expected in hospital and up to 30 days after discharge (1.0491)	 All standards met Visit CQC profile
Leicester General Hospital				
 117 ratings Rate it yourself	55 % of staff who would recommend this organisation	 Poor - Some alerts not signed off after deadline	 As expected in hospital and up to 30 days after discharge (1.0491)	 All standards met Visit CQC profile

User ratings are highest for the Glenfield Hospital and lowest for the Royal Infirmary. 55% of staff would currently recommend the Trust.

11. Conclusion

11.1 This was the first time that the Trust has undertaken a reputation survey which sought the views of such a wide range of stakeholders (a previous survey was restricted to GPs and other key professional stakeholders). Overall the survey has produced some positive results, with high levels of satisfaction, particularly among our Trust members and the wider public. While public and voluntary sector stakeholders are motivated to work with the Trust, in a significant minority of cases the survey suggests that they do not always feel as involved or valued as they might be.

11.2 While this survey solicited the views of contacts in our partner NHS organisations (LPT, EMAS and the three CCGs), it would be useful to widen the survey and seek the views of a greater number of staff working in those organisations. As such, when the survey is repeated in six months' time a more concerted effort to widen the scope of the survey in these organisations will be undertaken.

11.3 The survey was disseminated to a wide range of community and voluntary sector groups in order to encourage responses across the diversity spectrum. However, this first survey did not apply equality monitoring to responses received. As such, on this occasion, it has not been possible to split results by, for example gender, ethnicity or disability. This is a learning point for future surveys and the PPI and membership manager will be working with the Clinical Audit team to explore how best to achieve this level of monitoring in future surveys.

11.4 The reputation survey will be repeated in May 2014, with results compared to the November 2013 survey.

Karl Mayes
PPI and Membership Manager
November 2013

Carl Walker
Clinical Audit Manager

Appendix 1. Breakdown of survey recipients

The reputation survey was sent out to a range of individuals and groups including;

- Leicester City CCG
- East Leicestershire CCG
- West Leicestershire CCG
- GEM
- EMAS
- LPT
- Local Councillors
- Leicester City Council
- Leicestershire County Council
- Leicester University
- DeMontfort University
- Healthwatch Leicester
- Healthwatch Leicestershire
- Healthwatch Rutland
- UHL Public Members
- UHL Patient Advisors
- UHL Prospective Governors
- Trust Facebook followers
- Trust Twitter followers
- BME Symposium attendees
- Leicester Race Equality Council
- Leicester Chinese Community Centre
- Leicester Mercury Patient's Panel
- Age UK
- Leicestershire Polish Association
- Akwaba Aye
- African Caribbean Citizens Centre
- Leicester Council of faiths
- Local faith / community leaders
- Community Ambassadors
- Leicester City Ethnic Elders group
- Leicestershire Ethnic Elders group
- Action Deafness
- Older People's Engagement Network

Respondents were asked to self identify which of the following groups they were responding on behalf of;

- Local Government
- NHS Trust
- Other public sector body
- Voluntary sector
- Non profit charity
- Trust member
- Member of the public
- Other

Appendix 2 Full results breakdown

1	How often do you have contact with staff from UHL NHS Trust? (317)	Response Breakdown	No of responses	Valid %
		Once a day	17	5%
		Once a week	45	14%
		Once a month	58	18%
		Once every six months	99	31%
		Once a year	37	12%
		Less than once a year	61	19%
2	In the last 12 months, how satisfied have you been with the dealings you have had with staff from Leicester's Hospitals? (317)	Response Breakdown	No of responses	Valid %
		Very satisfied	109	36%
		Satisfied	135	45%
		Neither	26	9%
		Dissatisfied	20	7%
		Very Dissatisfied	13	4%
		No dealings	14	
3	OUR VALUES AND BEHAVIOUR: As an organisation we are committed to living our values. Looking at the values below, please rate whether you think we are living them: : We treat people how we would like to be treated (317)	Response Breakdown	No of responses	Valid %
		Strongly agree	59	19%
		Agree	157	50%
		Neither Agree nor disagree	51	16%
		Disagree	35	11%
		Strongly disagree	10	3%
		Don't know	5	
4	We do what we say we are going to do (318)	Response Breakdown	No of responses	Valid %
		Strongly agree	45	15%
		Agree	150	49%
		Neither	62	20%
		Disagree	38	12%
		Strongly disagree	13	4%
		Don't know	10	
5	We focus on what matters most (317)	Response Breakdown	No of responses	Valid %
		Strongly agree	45	15%
		Agree	120	40%
		Neither Agree nor disagree	85	29%
		Disagree	40	13%
		Strongly disagree	8	3%
		Don't know	19	
6	We are one team and we are best when we work together (318)	Response Breakdown	No of responses	Valid %
		Strongly agree	57	19%

		Agree	133	44%
		Neither Agree nor disagree	65	22%
		Disagree	36	12%
		Strongly disagree	10	3%
		Don't know	17	
7	We are passionate and creative in our work (317)	Response Breakdown	No of responses	Valid %
		Strongly agree	41	14%
		Agree	90	31%
		Neither Agree nor disagree	121	41%
		Disagree	28	10%
		Strongly disagree	14	5%
		Don't know	23	
8	Below is a list of 6 attributes which we think are important to good stakeholder/partnership working. Could you rate your experience as indicated when considering these: : Providing accurate and reliable information (296)	Response Breakdown	No of responses	Valid %
		Excellent	49	17%
		Very good	89	31%
		Good	101	35%
		Poor	35	12%
		Very poor	13	5%
		Don't know	9	
9	Providing timely and appropriate responses (296)	Response Breakdown	No of responses	Valid %
		Excellent	39	14%
		Very good	74	26%
		Good	103	36%
		Poor	49	17%
		Very poor	19	7%
		Don't know	12	
10	Is open to challenge (296)	Response Breakdown	No of responses	Valid %
		Excellent	28	12%
		Very good	47	20%
		Good	92	40%
		Poor	42	18%
		Very poor	23	10%
		Don't know	64	
11	Willing to take your views on board (296)	Response Breakdown	No of responses	Valid %
		Excellent	33	13%
		Very good	61	24%
		Good	97	37%
		Poor	45	17%
		Very poor	23	9%
		Don't know	37	
12	Staff who treat you with courtesy and respect (296)	Response Breakdown	No of responses	Valid %
		Excellent	70	24%

		Very good	90	31%
		Good	94	32%
		Poor	30	10%
		Very poor	7	2%
		Don't know	5	
13	Staff that are knowledgeable about their area of work (296)	Response Breakdown	No of responses	Valid %
		Excellent	74	26%
		Very good	92	33%
		Good	87	31%
		Poor	21	8%
		Very poor	6	2%
		Don't know	16	
14	How likely are you to recommend our hospitals to friends and family if they needed care or treatment? (296)	Response Breakdown	No of responses	Valid %
		Extremely likely	97	33%
		Likely	108	37%
		Neither likely or unlikely	55	19%
		Unlikely	21	7%
		Extremely unlikely	12	4%
		Don't know	3	
15	ABOUT YOU: Are you a: (293)	Response Breakdown	No of responses	Valid %
		Member of the public	158	54%
		Trust member	82	28%
		Local government	4	1%
		NHS Trust	6	2%
		Other public sector body	5	2%
		Voluntary sector	27	9%
		Non profit charity	4	1%
		Other	7	2%
17	Thinking about your role in your own organisation.....are you a: (52)	Response Breakdown	No of responses	Valid %
		Chief Executive/Director	2	4%
		Senior manager	6	12%
		Nurse	1	2%
		Doctor	2	4%
		Officer	1	2%
		Other	21	40%
		Not applicable	19	37%
19	Below are a further four statements about the way in which Leicester's Hospitals work with stakeholders. Please indicate to what extent you agree or disagree with each: : Leicester's Hospitals are fair and equal in their treatment of stakeholders (50)	Response Breakdown	No of responses	Valid %
		Strongly agree	10	24%
		Agree	18	44%

		Neither	11	27%
		Disagree	2	5%
		Strongly disagree	0	0%
		Don't know/No opinion	9	
20	I feel involved in the development of Leicester's Hospitals policy and services (50)	Response Breakdown	No of responses	Valid %
		Strongly agree	11	23%
		Agree	16	34%
		Neither	8	17%
		Disagree	10	21%
		Strongly disagree	2	4%
		Don't know/No opinion	3	
21	I am personally motivated to work in partnership with Leicester's Hospitals to achieve their vision (50)	Response Breakdown	No of responses	Valid %
		Strongly agree	17	37%
		Agree	24	52%
		Neither	2	4%
		Disagree	2	4%
		Strongly disagree	1	2%
		Don't know/No opinion	4	
22	I feel valued for the contribution I make to the work of Leicester's Hospitals (50)	Response Breakdown	No of responses	Valid %
		Strongly agree	14	30%
		Agree	16	35%
		Neither	9	20%
		Disagree	6	13%
		Strongly disagree	1	2%
		Don't know/No opinion	4	
23	REPUTATION: As an organisation, are we easy to do business with? (48)	Response Breakdown	No of responses	Valid %
		Strongly agree	8	18%
		Agree	17	39%
		Neither	12	27%
		Disagree	5	11%
		Strongly disagree	2	5%
		Don't know/No opinion	4	
24	If you have an issue or concern, do you know who in the organisation to talk to? (48)	Response Breakdown	No of responses	Valid %
		Yes	32	73%
		No	12	27%
		No opinion	4	
25	When dealing with a member of staff have you been satisfied with their politeness and courtesy? (48)	Response Breakdown	No of responses	Valid %
		Very satisfied	13	27%
		Satisfied	29	60%
		Neither	4	8%

		Dissatisfied	1	2%
		Very dissatisfied	1	2%
		No opinion	0	
26	Which of these comes closest to describing how you would speak about Leicester's Hospitals? Would you..... (48)	Response Breakdown	No of responses	Valid %
		Speak highly of us	22	46%
		Be neutral	18	38%
		Be critical	8	17%
		Don't know	0	
27	Do you think that Leicester's Hospitals have a good reputation locally (across Leicester, Leicestershire and Rutland)? (48)	Response Breakdown	No of responses	Valid %
		Strongly agree	6	13%
		Agree	21	46%
		Neither	5	11%
		Disagree	9	20%
		Strongly disagree	5	11%
		Don't know/No opinion	2	
28	Do you think that Leicester's Hospitals have a good reputation outside of the county? (48)	Response Breakdown	No of responses	Valid %
		Strongly agree	4	14%
		Agree	12	43%
		Neither	4	14%
		Disagree	5	18%
		Strongly disagree	3	11%
		Don't know/No opinion	20	
29	COMMUNICATION: Excluding personal correspondence, do you regularly hear from Leicester's Hospitals? (48)	Response Breakdown	No of responses	Valid %
		Strongly agree	11	24%
		Agree	28	61%
		Neither	3	7%
		Disagree	4	9%
		Strongly disagree	0	0%
		Don't know/No opinion	2	
30	Would you like to hear more from Leicester's Hospitals? (48)	Response Breakdown	No of responses	Valid %
		Yes	25	63%
		No	15	38%
		No opinion	8	
31	Which form should that communication ideally take? (Please select the most important) (78)	Response Breakdown	No of responses	Valid %
		Face to face meetings	13	17%
		Letters	6	8%
		Reports/proposals/submissions	5	6%
		Emails	31	40%

	Telephone conversations	4	5%
	Conference/events	9	12%
	Leicester's Hospitals website	9	12%
	Other	0	0%
	None of these	0	0%
	Don't know	1	1%