NHS
Cornwall and
Isles of Scilly

Appendix A

Fowey Community Services Update

Fowey Hospital and garden – next steps

1. Following the 8 May 2025 board decision to permanently close Fowey Community Hospital, the ICB commenced the formal hand-back process to NHS Property Service (NHSPS).

2. Whilst acknowledging that a judicial process is now ongoing, the intention was that NHSPS led on the disposal of the site and the adjacent CFT land interest to achieve the best marriage value for the assets. The ICB requested that NHS Property Services considered the key themes raised during the engagement process in their decision making about the future use of the garden and building and specifically the request that the community benefits from any future use of the site.

3. In the normal course of events NHSPS would list the property on InSite, a database that shares site availability with other government and public sector bodies. At this point, community groups and charitable organisations could express their interest in purchasing the property at market value. Should a party express interest to NHSPS as above and they meet the criteria, they would be deemed a “Priority Purchaser” which gives them the option to purchase the site (at market value) before it is openly marketed. NHSPS is keeping local MPs briefed on this process.

4. NHSPS has advised the ICB that since August, two break-ins at the hospital site have resulted in damage to the roof, windows and internal structure. Additional security measures, including boarding up of all windows and doors, have been arranged to secure all openings at a cost of £5,214..

Fowey Hospital restricted charitable funds

5. As resolved at the 8 May board meeting Cornwall Partnership NHS Foundation Trust (CFT) have committed to work with the Fowey community to explore how approximately £275k restricted charitable funds can be reallocated to benefit the local community.

6. CFT held an initial meeting on 17 June with community, public health and voluntary sector representatives. At this meeting the estimated value of the charitable funds was stated as £261k. Potential options, including community cafes, hubs and patient transport options, were discussed at a high level. Further discussions have paused pending the outcome of the judicial review proceedings.

Community services and integrated neighbourhood teams – progress update

7. The 8 May Board received an update on the enhancements made to a broad range of community services designed to provide care closer to home that have come online since the closure of Fowey Community Hospital nearly a decade ago. Positively, use of these services continues to grow, demonstrating their value to the local community.

8. Activity data from the Fowey River Practice shows significant utilisation of these services between January and mid-October 2025:

    - 110 people visited the Fowey River Practice for treatment of a minor injury
    - 66 people accessed the Bodmin Hospital Same Day Emergency Care Unit (negating attendance at the Treliske Emergency Department)
    - 33 people were admitted to a Community Assessment and Treatment Unit (negating an admission to Treliske Hospital)
    - 16 people received support from the Falls Response Car, reducing the need to travel for x-rays and/or be reviewed in the Treliske Emergency Department.
    - 81 people were seen by the Cornwall Foundation Trust (CFT) Urgent Community Response Service
    - 12 people were admitted to the CFT Virtual Wards enabling them to receive hospital-level care in their own beds.
    - 8 people have been supported by the CFT Acute Care at Home Team

9. These figures underscore the effectiveness of the alternative provision established to ensure residents continue to receive timely, accessible care within their local area.

10. The Board is asked to note that since the 8 May ICB Board, the 5 Dementia Discharge to Assess Beds at Hendra Court, Par have moved to spot purchase beds as demand requires.

11. The delivery of community-based care continues to evolve in line with national NHS policy, which prioritises "neighbourhood health" as a cornerstone of integrated care. This approach focuses on bringing together health, social care, and voluntary sector partners to deliver coordinated, person-centred support at a local level. The Integrated Neighbourhood Teams (INT) model is designed to improve population health outcomes, reduce health inequalities, and ensure that care is delivered proactively and efficiently within communities.

12. Earlier this year NHS Cornwall and Isles of Scilly launched a change programme to roll-out neighbourhood health in waves of sites.

13. Fowey and the surrounding area falls within the Bosvena and 3 Harbours neighbourhood, which successfully applied to become a Wave 1 Integrated Neighbourhood Team. The neighbourhood secured an additional £833,000 in

investment to establish a new integrated neighbourhood frailty model. The model focuses on three key areas: providing proactive support to those identified as at high risk of hospital admission, delivering enhanced same-day care, and supporting timely and safe discharge from hospital back into the community. This investment is funding additional clinical and voluntary sector roles to deliver these enhanced services. A portion of the funding has also been specifically targeted at supporting high-risk children and young people, ensuring that vulnerable populations across all age groups benefit from the integrated approach.

14. A further £250,000 investment is funding an innovative pilot health coaching model aimed at supporting people living with hypertension and diabetes to improve their metabolic health. This model combines a digital support offer delivered via a remote clinical team with in-person health coaching services hosted by the voluntary sector. The hybrid approach is designed to provide flexible, accessible support that empowers individuals who have not engaged with traditional service models to better manage their long-term conditions, improve health outcomes, and reduce the need for more intensive interventions. Early engagement with the pilot has been positive, and the pilot is being evaluated by Health Innovation South-West.

15. During 2026, the neighbourhood leadership team supported by the ICB communication team will lead on continued engagement with the local Fowey community to further develop the local model of care. This co-design approach will ensure that patient voices and community needs remain central to service transformation, building on all insights gathered to date. This will include targeted outreach to seldom-heard groups and regular feedback loops to maintain transparency and trust as the local neighbourhood model evolves.

Communication and engagement activities – progress update

16. The 8 May Board resolved that the ICB undertook actions to raise awareness using local channels about:

    a. how to access Minor Injury Services
    b. new services such as virtual wards, Bodmin Clinical Assessment and Treatment Unit using local case studies.
    c. transport options and the how to source help for accessing
    d. the benefits of adopting a "Home First" approach when planning hospital discharges, addressing the long-standing misconception that delays in acute hospital discharges are primarily caused by a lack of stepdown beds. Evidence should highlight that most people can be safely supported at home with the right care, reducing reliance on community hospital beds.

17. Since May a comprehensive ‘where is best’ communications campaign has been underway and includes the following:

    Localised ‘where is best’ posters and postcards distributed in Fowey detailing locations of nearest MIUs, UTCs and pharmacies, how to find the nearest

open pharmacy, access an emergency dentist, the GP minor injury service and live opening hours and waiting times for urgent care.

18. Promoting patient transport, help with health costs, how we are bringing care closer to homes and reducing avoidable hospital admissions through a variety of communication tactics that include local bus stop advertising, printed and distributed posters, advertising in local newspapers and magazines, updates to the patient support and news sections of the ICB website and advertising on social media focussing on the Fowey area.

19. New Neighbourhood communications toolkits for each Integrated Care Area distributed widely to system and community partners for use in their newsletters and social media. These contain bulletin wording, social media wording and assets and downloadable posters and postcards promoting the home first approach, community services such as the X-ray cars, community diagnostic centres, Hospital at Home and the Same day emergency care and community assessment and treatment units. This includes tailored communication materials for the Fowey area (including poster and postcard).

20. These actions form part of the ICB's ongoing 'where is best' communications campaign which runs throughout the year with seasonal boosts of activity for spring, summer, autumn and winter – this includes targeted communications for tourists using digital marketing, local displays, tourist welcome packs, newspaper advertising and media advertorials including "your own GP back home", promoting the Pharmacy First scheme and how and where to access urgent care.

21. An ongoing 'stay well' communications campaign is also run by the ICB which provides preventive advice to local residents with a focus on vaccinations, practical advice for people with long term conditions and residents of all ages.

22. A full list of actions is detailed in Appendix 1 of this report.

Recommendations

The board is asked to:

23. Receive an update on the actions agreed at the May meeting of the Cornwall and Isles of Scilly ICB Board meeting, when agreeing that Fowey community hospital was not viable for healthcare provision, and that the minor injury service and inpatient beds should remain permanently closed

24. Note the ongoing growth in community based NHS activity taking place for the population of Fowey that avoids admissions to or attendance at acute trusts and/or transfers to community hospitals for rehabilitation.

25. Note that some actions have been paused pending the outcome of an application for permission to proceed with a claim for Judicial Review about the lawfulness of the decision to close the hospital.

Appendix A – Summary of communications and engagement actions

Summary

NHS Cornwall and Isles of Scilly ICB Board approved a communications and engagement plan in May 2025 responding to the engagement feedback received during the Fowey health and community hospital engagement that took place December 2024-Janurary 2025. This appendix updates on actions taken by the ICB communications and engagement team to ensure delivery of the plan.

Key actions identified from engagement feedback

Following our engagement and in response to feedback from local people in Fowey, the following areas were identified that required follow up communications, these have been delivered locally in Fowey, and also reflected in wider communications plans, including our 'Where is best' communications campaign. These include:

- Keeping local residents and stakeholders updated on the next steps, decisions making process and future of the Fowey Community Hospital site
- Raising awareness about the minor injury service provided by Fowey River Practice and how it can be accessed for local people and tourists/visitors to Fowey
- Providing information for tourists on how they can access health services, to be distributed and promoted locally as part of our Where is Best campaign
- Increasing understanding of the benefits of a 'home first' approach for those admitted/needing to go into hospital, the availability of discharge/community support including one-off personal health budgets and how to access them.
- As part of Cornwall wide 'caring where it matters' communications plans, providing assurance and raising awareness of newly developed community services including the X-ray, Falls response and Right Care cars, virtual wards and Bodmin Community Diagnostic Centre and Community Assessment and Treatment Unit
- Increasing understanding of the benefits of a 'home first' approach for those admitted/needing to go into hospital, the availability of discharge/community support including one-off personal health budgets and how to access them
- Promoting, especially to people who are most likely to need transport options, the different transport to health appointments/hospitals options available and how to access them

Approach

Most of the themes raised in our engagement in Fowey are relevant to other communities across Cornwall and the Isles of Scilly. The communications and engagement team developed bespoke messaging for Fowey and targeted the Fowey area with additional communication activity (paid for advertising, including bus stop in Fowey, on Facebook to Fowey residents) and tailored materials (Fowey specific posters, leaflets) This tailored Fowey communication activity forms part of a series of dedicated communication campaigns for 'where is best', 'stay well' and 'Caring where it matters' that the ICB runs to deliver relevant communications to reach

residents across Cornwall and Isles of Scilly to ensure all communities have access to information about local services and support, help with health-related costs, community and NHS funded transport and a greater understanding of new services to support local delivery of community services to show how we are “caring where it matters.”

Summary of actions

Keeping local residents and stakeholders updated on the next steps on the Fowey community hospital engagement

- Regular email updates sent to local residents who signed up via engagement events or communications, during and after the engagement period.
- Local stakeholders contacted and kept updated throughout.
- Webpage updated with the Board’s decision and recommendations.
- Reactive media statements issued to local media.

New Neighbourhood health and wellbeing communications packs

- Three communications packs developed for North & East, Central, and West Cornwall/Isles of Scilly, including newsletter/bulletin copy, social media wording, assets, and downloadable posters on local services.
- Distributed to MPs, councillors, town and parish councils, libraries, community hubs, GP practices, foodbanks, and Community Health & Wellbeing Workers.
- Six localised “Where is Best” postcards/posters (Fowey, Isles of Scilly, North, East, Central, West Cornwall) printed and distributed to local venues.
- Each includes nearest MIUs, UTCs, and pharmacies, plus how to find live opening hours and waiting times.
- Fowey-specific materials shared with Fowey Town News and local Facebook group admins.

Promoting patient transport options

- Updated and expanded ICB webpage with information on community and NHS-funded patient transport.
- ICB news story and advertorials (Cornwall Live and local newspapers, including Fowey) highlighting transport and healthcare cost support.
- Patient transport posters and postcards designed, printed and distributed to GP practices, community hubs, libraries and foodbanks across Cornwall and Isles of Scilly including Fowey
- Bus stop advertising (see Appendix 2)and social media ads targeted in Fowey; adverts placed in *PL24* magazine and offered to *Fowey Town News*.
- Promotion included in neighbourhood toolkits and social media content.
- Partnership with Par Community Hub to promote a new community transport service launching in the Fowey area (driver recruitment planned).

Minor injury service in Fowey

- Agreed messaging with local GP practice; information published on their website.

- Service details included in bespoke “Where is Best” materials distributed locally.

Raising awareness of community support and services and alternatives to hospital admission

- Regular boosted social media posts targeted to Fowey and ongoing promotion of services (X-ray car, help with health costs, community gateway and hubs).
- Content, case studies, and social media assets included in neighbourhood toolkits, aligned with website advice.
- Advertorials (Cornwall Live, local papers, and website) explaining care closer to home (SDEC, CATU, Right Care cars, diagnostic centres, community gateway, etc.).
- Local case studies being developed with partners and used across media and toolkits.
- Promoting the NHS 10 year plan channel shifts with media moments and public engagement “workshop in a box” events to shape the NHS 10 year plan - reaching 1600 people through the spring of 2025 with ongoing engagement which includes attendance at a recent event in Par.

Home for lunch / discharge support

- Organic and paid social media (targeted for Fowey) plus shared posts in local groups.
- Content and case studies included in toolkits.
- Promotion of personal health budgets on website, social media, and within toolkits.

Where is best for local people – part of our ongoing campaign

- Banner adverts on local newspaper front pages (including Fowey area) promoting Pharmacy First.
- Local posters highlighting Fowey’s services (minor injuries, nearest MIUs/UTCs).
- Seasonal “Where is Best” press releases with audio, images, and social media/web updates covering holiday and seasonal advice (Easter, summer, May, autumn).
- Radio advertising for Pharmacy First during spring/summer holiday periods.

Local visitor advice

- Messaging promoting “use your own GP back home,” how to access forgotten prescriptions, and alternatives to A&E (self-care, pharmacy, NHS111, MIUs/UTCs).
- Adverts in visitor booklets/welcome packs across Cornwall (including Fowey) promoting Pharmacy First and “Where is Best.”

- Banner and digital screen advertising across Cornwall through spring–autumn.
- Visitors also reached through actions directed towards local residents including radio advertising, localised posters and postcards, social media, press releases and media moments

Staywell - increase awareness and uptake of preventative health services

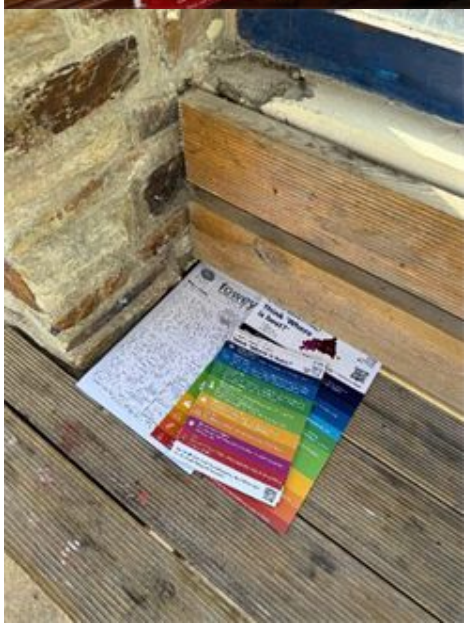
- Advertising, including in cinemas, promoting the 5 ways to wellbeing – eat well, move more, get checked, try new things and be kind.
- Winter “Stay Well” campaign featuring advice from local residents and staff, including bus stop advertising in Fowey.
- Targeted social media promoting Community Gateway, community hubs, and Fowey’s nearest hub details. Hub details also included in localised postcard
- Seasonal advertorials (Cornwall Live, local press) on staying well in summer
- “Know Your Numbers” blood pressure campaign (including how to get blood pressure checked) promoted via media, social, and toolkits.
- *Stoptober* campaign promoting smoking cessation delivered jointly with Cornwall Council Public Health.
- Winter wellbeing information included in Cornwall Winter Wellbeing booklets and neighbourhood toolkits.

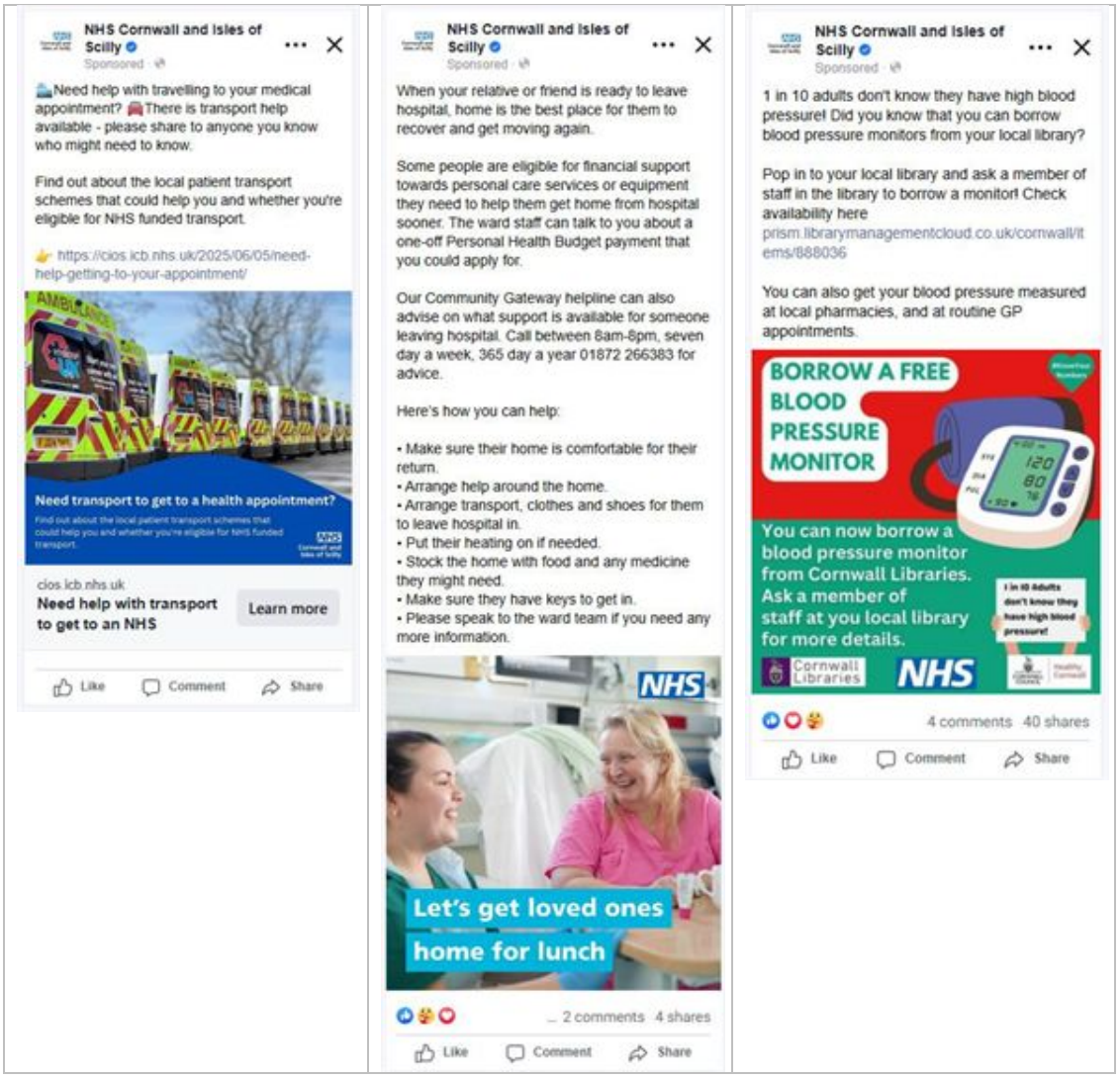

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BOOK






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Find out about the local patient transport schemes that could help you and whether you're eligible for NHS funded transport.
https://cios.icb.nhs.uk/2025/06/05/need-help-getting-to-your-appointment/
Need transport to get to a health appointment?
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Need help with transport to get to an NHS
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When your relative or friend is ready to leave hospital, home is the best place for them to recover and get moving again.
Some people are eligible for financial support towards personal care services or equipment they need to help them get home from hospital sooner. The ward staff can talk to you about a one-off Personal Health Budget payment that you could apply for.
Our Community Gateway helpline can also advise on what support is available for someone leaving hospital. Call between 8am-8pm, seven day a week, 365 day a year 01872 266383 for advice.
Here's how you can help:
• Make sure their home is comfortable for their return.
• Arrange help around the home.
• Arrange transport, clothes and shoes for them to leave hospital in.
• Put their heating on if needed.
• Stock the home with food and any medicine they might need.
• Make sure they have keys to get in.
• Please speak to the ward team if you need any more information.
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Let's get loved ones home for lunch
2 comments 4 shares
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Pop in to your local library and ask a member of staff in the library to borrow a monitor! Check availability here
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You can also get your blood pressure measured at local pharmacies, and at routine GP appointments.
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4 comments 40 shares
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Our X-ray cars may come to you if you've had a fall and there's a small possibility you may have a broken bone. Almost 9 in 10 people seen by the mobile X-ray team avoid a trip to hospital.
You could also get some early treatment or tests through the Right Care Car or the Falls Car.
Almost 9 in 10 people seen by our X-ray car team avoid a trip to the Emergency Department.
"I was never so pleased to see those ladies.They were absolutely fantastic."
22 comments 55 shares
Like
Comment
Share


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Your Community Gateway is a fantastic free service to help you and your loved ones keep healthy and well.
From a chat to practical help to prevent hospital admissions, mental health support, community activities, hot food and warm spaces, this free helpline can connect you to a range of support services in your local community.
Call 01872 266383, 8am - 8pm, 7 days a week
Feeling lonely and isolated?
Get help with transport, find local wellbeing activities and support that matters to you.
Community Gateway
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