

AnnexF Community engagement plan – London Health Bridge V1.3

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Version 1: Submission to CAA

Version 1.1: Minor adjustment in wording

Version 1.2: Minor adjustment in wording to timelines

Version 1.3: Added summary table of stakeholders

Overview of the planned community engagement activities for the London Health Bridge project.

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Aims

1. To inform stakeholders who may come into contact with or have an active interest in the project.
2. To foster their understanding and garner support, excitement and engagement for the present deployment of medical drones
3. To begin to build support for the potential future expansion of the technology for use by other healthcare services.
4. To communicate how individuals can provide feedback during the trial.

Scope

All aspects of the project deemed of interest to the general public, for instance:

- Drone UAS (Uncrewed Aerial Systems) technology
- Healthcare use cases
- Healthcare payloads being carried
- Operational setup, including its potential impact on people in the immediate vicinity of the flight path
- Partner organisations involved in running the project, including [REDACTED], Apian, Guy's & St Thomas' NHS Foundation Trust (GSTT)

Related activities

Airspace stakeholder engagement

As a part of CAA's Airspace Change Process, targeted aviation stakeholders (e.g: London airports, emergency services and helicopter operations) are being engaged as per [CAP1616](#). Details can be found here [ACP-2023-061](#). Work with these stakeholders is therefore not captured in this document.

PPIE (Patient and Public Involvement and Engagement)

Public involvement duty applies to the NHS and not to private sector providers, however the expectation of the Trust is that Joint Venture / Independent Sector providers should collaborate with the Trust to enable patient involvement. Details of the to meet the 'public involvement duty' incumbent on the NHS are outlined in the [National Health Service Act 2006 \(Part 12, Chapter 2, Section 242\)](#).

In the case of this project, the 'public involvement duty' does not apply, as the development / change does not affect:

- the manner in which the services are delivered to users of those services,
- or the range of health services available to those users.

Note from GSTT PPIE lead: Development and consideration of any future proposal to extend the use of medical drones to deliver patient-facing service that would affect the 'manner' in which care or the 'range' of services that are delivered, will require NHS partners which Apian is working to have regard for the public involvement duty. Therefore, the NHS partners may make it a requirement of future joint venture to secure the appropriate involvement of patient-public stakeholders in both 'developing and considering' proposals.

Community and public engagement

Existing insights

No prior public engagement work has taken place in the London area by Apian. [REDACTED]

Apian have previously undertaken research in Northumberland for a previous trial in 2023. This research included questions around attitudes towards drones, use of drones for healthcare use cases and concerns around the impact of noise on the community. This research is primarily applicable to rural locations, however many results may be generally applicable. The outcome of this work will be used to inform any survey questions and information shared during this community engagement work.

[REDACTED] approach to public engagement

[REDACTED] has found their approach to public outreach to be successful in ensuring acceptance of operations, and intent to execute the same outreach method in London as a part of this engagement plan.

[REDACTED] community engagement strategy is described in [REDACTED]. It has three main guiding principles: To educate, to listen and to respond.

- Firstly, [REDACTED] aims to make sure that all relevant stakeholders are aware of the drone operations about to start in their community and are familiar with all the mitigation methods in place regarding safety, privacy, noise and environmental effect as well as on the benefits of the service (=educate).
- Secondly, [REDACTED] ensures adequate channels for the stakeholders to communicate possible additional concerns and questions, as well as appropriately acknowledge the concerns and suggestions (=listen).
- Thirdly, [REDACTED] commits to offer transparent explanations of actions taken or planned in response to the feedback, underlining the dedication to addressing concerns, improving safety, and minimising disruptions (=respond).

Besides the outreach before the launch of operations, [REDACTED] finds it of paramount importance to maintain the collaborative dialogue with the community also during operations.

An example of [REDACTED] previous research gathering and reporting can be found [REDACTED].

Objectives

Objective	Outcome measure
<p>Deliver a range of engagement activities to enable Apian to seek feedback and listen to the view of the wide range of stakeholders. Engagement methods will enable us to:</p> <ol style="list-style-type: none"> Actively seek the views and capture concerns of a diverse range of key local stakeholders who live or work (or represent the views of those who do e.g. GSTT staff, residents and local business) in the drone take-off, landing zone and flight path Gather insights into public perceptions to inform future communications with stakeholders (e.g. FAQs, key messages) Provide timely and clear answers to concerns raised by stakeholders Track changes in opinions before, during and after the project Reduce the likelihood of and enable us to prepare to respond to complaints to authorities (e.g. police/ council) due to lack of prior awareness 	<ul style="list-style-type: none"> Report summarising findings of engagement activities and an action plan to respond to findings, where applicable Number of engagement activities and people reached Demonstrable evidence of views from diverse communities being captured. Respondent demographics to outreach work are recorded, analysis of data by demographic group is undertaken Report on findings, highlight baseline and change in views etc No. of complaints and timely response monitored
<p>All key local authorities (e.g. MP, councillors) are informed of the project.</p>	<p>No / limited contact from any local authority after the project begins saying they were not aware.</p>
<p>Ensure individuals who live/work in the area can clearly identify who is behind the project. Individuals who live/work in the area have no outstanding concerns about the project.</p>	<ul style="list-style-type: none"> Minimal complaints are sent directly to local authorities (e.g: police, council, CAA) concerning the project activities. All questions received during the trial are added to the public FAQ before trial is complete.
<p>Provide an avenue for complaints, feedback and questions during operations</p>	<ul style="list-style-type: none"> Clear complaints policy is in place, which is monitored and reviewed. Demonstrable evidence that Apian monitors and reviews complaints, and where possible, acts on feedback. Apian successfully enables/supports the lead authority to resolve the complaint within the

	preferred timescale of the authority to which the complaint was first directed.
<p>Engage with healthcare teams within the Trust to:</p> <ul style="list-style-type: none"> • Capture insights that will inform healthcare use cases (both immediate and future) • Identify clinical champions within departments • Gain insight into unknown unknowns: “Have you thought about this?” 	Documented list of future healthcare use case opportunities, with each one attached to a clinical contact for further conversation.

Method

Who will we engage

The people to inform & engage with were identified through consultation with the Head of PPIE at GSTT. These groups have been categorised and summarised in the table below.

Category	Examples of sub-groups
Healthcare partners (e.g: GSTT)	Clinicians, lab staff, porters, Trust stakeholders
Local people (residents)	Local residents in flight path area
Voluntary community sector organisations	Tenancy Residential Associations, Blackfriars Settlement , Community Southwark , Age UK,
Local businesses and their staff	South Bank Employers Group Sensitive businesses in the area (i.e hotels)
Elected representatives	Council transport teams, MPs, Mayor of London
Council interest groups	Council Transport Teams Overview and screening committees
Local authorities and other public services	Borough councils, schools, religious sites and local police



Activities plan summary (public engagement)

Contact details for each category can be found here: [REDACTED]

Category	[REDACTED]	How we will reach them			Engagement activities			
		F2F visits / door knocking	Social media marketing	Email outreach	Website FAQs & contact details	Popup stalls	Open house event	Private presentation offer
Healthcare partners (e.g: GSTT)	[REDACTED]	✓				✓	✓	
Local people (residents)		✓	✓		✓	✓	✓	
Voluntary community sector organisations	[REDACTED]		✓	✓	✓		✓	
Local businesses and their staff	[REDACTED]	✓	✓	✓	✓	✓	✓	[REDACTED]
Elected representatives	[REDACTED]			✓	✓		✓	✓
Council interest groups	[REDACTED]			✓			✓	(✓)
Local authorities and other public services	[REDACTED]			✓	✓		✓	

Details of engagement activities

Website FAQs

██████/Apian will create a website with a detailed FAQ section, providing essential information on the project. Easy means of providing feedback or concerns/complaints, such as e-mail or feedback forms, will be prominently displayed.

Popup stalls

Before the launch and during the operations, ██████/Apian will organise pop-up events in locations used widely in the community (such as shopping malls) and look to join existing public events in the community (such as outside markets) with the static drone and/or flyers to share information and give the community an easy way to give feedback and ask questions.

Open House Event

This is an open invitation evening session to give stakeholders and members of the community the chance to hear about the project from ██████ Apian staff (including presentation of a static model of drone), ask questions and give feedback in person.

Invitation will be shared via targeted social media, flyers distributed in the neighbourhood and posters in key locations. Key groups (such as the voluntary community sector organisations) will be asked to share the invitation to their members.

Private presentations

Before the launch, key local decision makers will be informed of the operations by emails with links to our information website and contact information for additional questions or concerns. The decision-makers will also be offered the option to:

- have an additional, private meeting with ██████ Apian to discuss the topic more in detail,
- to join the ██████ Apian open house event
- to see a ██████/Apian drone demonstration later on

Throughout the trial, local decision-makers will be kept informed of the operations and provided with up-to-date information to prevent potential misinformation from other sources, as well as ensure they have appropriate channels to forward questions or concerns from the community.

Flyers

Before the launch, ██████ Apian will distribute flyers to the community to provide basic information about the operations and answer the most common questions. Flyers will also provide contact details for members of the community to ask further questions and provide feedback.

Longitudinal sentiment analysis survey

Before the trial, [REDACTED] Apian will engage with a specialist third party research firm to conduct pre- and post- trial research into the impact it has had on those who live and work within the vicinity of the flight operations. Survey participants will be targeted to ensure a demographic spread consistent with the local population.

Bespoke community engagement

Several community organisations require bespoke engagement to ensure they have the required operational information to conduct their business as usual.

The organisations have been identified based on the following criteria:

- The airspace change process identified them as an area that may need **additional engagement regarding noise** (delivery/landing sites).
- [REDACTED]
- They may receive **feedback or requests** for further information and therefore need to be adequately informed to respond appropriately.

The organisations, the reason why they have been identified, and engagement plans are outlined below;

- [REDACTED]
- Southwark Council
 - Apian has an established relationship with Southwark Council who are responsible for ensuring operations at Guy's Hospital are in line with Council planning policy.
 - Apian will continue to work closely with Southwark Council to ensure their complaints team are fully briefed on our project and are able to respond to queries that may come from their local residents, signposting them as appropriate.
- Lambeth Council
 - Apian has an established relationship with Lambeth Council who are responsible for ensuring operations at St Thomas' Hospital are in line with Council planning policy.
 - Apian will continue to work closely with Lambeth Council to ensure their complaints team are fully briefed on our project and are able to respond to queries that may come from their local residents, signposting them as appropriate.
- Guy's and St Thomas' NHS Foundation Trust (GSTT)
 - As the healthcare partner for this trial, GSTT is supporting the engagement required at both hospital sites. As such, Apian will continue to work across the spectrum of the NHS

Trust, from staff to patients, from their Estates and Facilities team to their laboratories across both Guy's Hospital and St Thomas' Hospital as well as senior management, as part of our holistic monitoring and evaluation of all aspects of the trial. This will inform the improvements we can make to further refine the trial.

- Apian and GSTT are working together to ensure Trust staff and patients are aware of the trial, providing them with feedback mechanisms and signposting as appropriate.

- [REDACTED]

Timeline

About a 4-8 weeks before operations start:

Launch public website with FAQs and information (including contact information for feedback)
direct email outreach to organisations & key individuals

About 4weeks before operations start:

Presentation events, open House event, popup stalls

After operations start:

Possible demos to stakeholders, continued outreach in different forms