Haringey Integrated Health Hub:
Community Feedback Report

March 2024

Contents

Introduction

This report details the community engagement workshops carried out by Healthwatch Haringey on behalf of Whittington Health NHS Trust regarding the new Integrated Health Hub due to open in Wood Green, Haringey in 2025.

The community engagement workshops were carried out during November and December 2023. Workshop participants included members of the local community, staff from Whittington Health NHS Trust and staff from their partner organisations.

During the workshops participants were asked a range of questions to gather their views on access to the new Hub, how they would use the space and how the Hub should be promoted.

This report details what we found out from workshop participants and makes recommendations based on these.

Overall, the engagement process found that the Hub would be well received by residents, and that residents were happy to have been consulted early in the Hub development process.

Aims

The aims of the engagement process were to:
1. Explore how a new integrated health Hub could work in Haringey, with an emphasis on understanding the diversity of potential Hub users and their respective needs.
2. Consider service user journeys when accessing the Hub.
3. Explore how the space should feel to users.
4. Understand how the Hub should be promoted.
5. Engage with a broad cross-section of the community and gather the input of seldom heard groups.

Previous work has taken place on the design of the Hub, and so design considerations are excluded from this project.

Methodology

It was decided that the best method of gathering resident input would be through a series of in-person community engagement workshops. The workshops sought to understand and contribute to the design of an accessible and inclusive Hub journey for service users, from initial referral through to using the Hub's various services.

Key findings

Would like to see and experience	Would not like to see and experience
Clear and simple pathways to accessing the Hub	Complex and unclear pathways
Friendly, knowledgeable, and helpful staff	Not able to get an appointment or long waiting times
Good communication	Expensive parking costs
Extended opening hours	Lack of parking spaces for disabled users
Effective signposting	Unclear signposting and lack of signposting
Equal and suitable access for everyone, and a hub that welcomes and provides a good service to everyone	Some people not being able to access the hub and it's services due to disability or language barrier
Transparency - We know how the information we provide will be used	Information used without consent

Referral routes
Participants felt that there should be several ways to access the hub, including self-referral, GP referrals and walk-ins, with online, telephone and in-person booking.

Promoting the Hub

Would like to see and experience	Would not like to see and experience
Wide promotional activities - People will know about the hub and it's services	Residents and GPs not knowing the Hub exists and what it offers
Promotion in multiple languages	Language barriers stop people from using the hub
Clear signage to the Hub	Inability to find the Hub
NHS branding (modern building front)	Too many colours

Participants suggested that GPs and all health providers should be notified about the new Hub. They should also be told how to refer patients to it. Additionally, participants suggested the Hub should be promoted in the following places:

- Local newspapers
- Schools and colleges
- Local community groups
- Family Hubs
- Places of worship (with mosques referred to specifically)
- Pharmacies
- Social media
- Leaflets in the community (including community languages)
- Haringey People magazine

Waiting times

In terms of waiting times for walk-in appointments, most people felt that waiting for under an hour would be fine, a small number said they would wait between one and four hours. For those with confirmed appointments it was felt the waiting time should be up to 15 minutes.

Opening times

Participants felt that opening hours should be 8am to 8pm on at least some days. Additionally, some of the participants suggested an appointment 'quiet time' for certain disabled people, such as autistic people or people who are learning disabled.

Transport

Although many participants liked the fact that the Hub will be central to the Wood Green area, some were concerned about transport links and parking. Concerns were raised about easily accessible bus routes and bus stops being close to the Hub.

Information sharing

Some participants mentioned that the Hub should have a joined-up record system where all health and care professionals, including GPs, can access patient information easily, allowing for a quick, holistic, and joined up approach to health and care provision.

Using the space
From arriving at the reception area to using services and attending appointments.

Would like to see and experience	Would not like to see and experience
A welcoming space	Uninviting, cold/too corporate design
An accessible space	Inaccessible space and areas
Welcoming staff	Unfriendly staff
Well trained staff	Unskilled staff
Consistent staff	Constant staff change
In-Hub helpers	Lack of support
Clear, accessible signage	Hard to navigate - Difficulty finding your way around
Security guards and CCTV	Intrusive security guards
Comfortable waiting area	Lack of seating space, uninviting/cold area
Quick booking of follow up appointments	Inability to book follow-up appointments

Support and help
Many participants agreed that volunteers should be used to support and help service users within the Hub. Participants said that having helpers on site, to provide directions, and guide service users to appointment rooms, would be a good idea.

External signage
Participants felt that the Hub should be clearly signposted in Wood Green, including signposting from Wood Green and Turnpike Lane stations, and should be included in the Wood Green shopping directory. The use of modern design and colour for the outside front and the NHS blue branding was well received. Participants also suggested that a clear list of services should be displayed outside the Hub.

Internal signage
The Hub should display clear signs with big letters and arrows to allow people to navigate easily, with consideration for those who are learning disabled or visually impaired.

Feeling safe
Most participants agreed that having security guards on site would bring a feeling of safety to patients and staff. Participants felt that CCTV cameras could also contribute to feeling safe.

Waiting area

Participants felt that the waiting area(s) should be clean, light, and airy with plants and art. Comfortable seats with armrests should be provided, with seats being wipeable. The area should provide space for pushchairs and wheelchairs. Most participants felt that separate zones such as a quiet seating area and family area would work well for everyone.

Being called for an appointment

Participants felt having a pager or a text message sent to the phone would be a good idea instead of having your name called out publicly. It was felt important that different needs, including visual or hearing impairment, were catered for.

Follow-up appointments

Participants liked the idea of being able to book a follow-up appointment before leaving the consultation room. It was felt important that a confirmation for this should be given on paper as well as sent digitally.

Recommendations

1. **Staff should be well trained and polite** with customer service seen as an essential part of the Hub's offering.
2. **Clear, simple, and accessible pathways** for accessing the Hub should be established. Referral routes including GP referrals, self-referrals and walk-ins should be designed in a language not only accessible to professionals but to the whole diversity of service users in Haringey.
3. **Reasonable adjustments for all forms of disability** should be considered in the design phase and in the everyday running of the service.
4. **Consideration should be given to language and disabilities** (including visual or hearing impairment) regarding the Hub communications and appointments.
5. **Keep people up to date** on everything about the service, including opening hours, walk-in services, and changes to services.
6. **Care should be of a high quality, consistent and available** across extended opening hours.
7. **Continue to work with partners** to discuss what a holistic support pathway to accessing health and care services would look like and to avoid duplication of services. Information sharing systems and processes might need to be put in place to allow services to communicate quickly and efficiently with each other. Partnerships outside health and care, such as TFL, should be considered.
8. **Make the hub warm and welcoming.** First impressions count towards the whole experience.

9. **Make the space available for the community** for classes, workshops and other community activities.
10. **Continue engagement with service users** who enjoyed being part of this phase of the hub development process and expressed interest in continuing to contribute.

Workshop evaluation

The workshops were very well attended, and all participants were enthusiastic and fully involved in the process.

The consultation brought staff and residents together in conversation. Everyone was free to share their point of view and the process offered residents and staff an opportunity to discuss the hub together as equals.

What worked well

Small groups
Tables of eight people or less allowed for everyone to have a voice and it created an open, safe and inviting environment.

Venue accessibility and locations
It was good to have venues in locations known to the community with good transport links and accessible to all.

Different dates and times for workshops
This allowed people to pick a date and time suitable for them, including an evening when working people could attend.

Whittington Health involvement during workshop
It was good that the Whittington Health team was involved in the sessions as note takers/listeners. They were able to answer specific questions without imposing their view onto the discussions.

Light refreshments
Eating and drinking together created a friendly, talkative environment, where people were able to connect.

Breaks
A break in between sections allowed participants to avoid feeling overwhelmed.

What could be improved?

Quiet space
It would be good to have a quiet room or spaces available for participants who would prefer it.

Start time
In future, workshops may benefit from participants arriving earlier than the start time for light refreshments, to ensure workshops start on time.

Workshop signposting
If using a large venue, signs should be used around the venue, signposting to the workshop room.

Finish time
Workshops could finish 10 minutes prior to the scheduled time to allow participants to interact with each other and staff, and ask any questions not covered during the workshop.

Online sessions
Additional online workshops should be considered to allow for housebound people, and people with limited time to participate.

Conclusion

The workshops provided a great environment for open, honest and productive discussions about the new integrated health hub.

Participants appreciated being included in early discussions, before decisions were made, and many expressed their interest in being contacted for future events during the development of the hub.

We hope that this project contributed to Whittington Health NHS Trust's continuous work in building relationships with the community and that the information captured during the sessions will contribute to informed decision making and improved outcomes for all.

Appendices

Haringey Integrated Health Hub:
Community Feedback Report

Appendix A – Marketing

Help shape your local health, social care and council services

Whittington Health NHS Trust are developing plans for a new **'Integrated Health Hub' in Wood Green**, offering a range of joined-up health, social care, local council and voluntary sector services to provide better access to care and support for Haringey residents.

Get involved in one of our workshops and tell us what you think:

Workshops will run in the day and evening from 22nd to 30th November in the Tottenham and Wood Green areas. Participants will receive a £30 voucher.

We're particularly interested in hearing from:
- Older People
- People with Physical Disabilities
- People experiencing difficulty with their mental health
- Carers (we can support you to cover your caring responsibilities so you can attend)

If you'd like to get involved:

Call – 07426 478 928
Email – jano.goodchild@publicvoice.london

Help shape your local health, social care and council services

Whittington Health NHS Trust are working in partnership with London Borough of Haringey, NHS North Central London Integrated Care Board, Hornsey Wood Green Practice, North London Mental Health Partnership, and North Middlesex University Hospital NHS Trust, to develop plans for a new **'Integrated Health Hub' in Wood Green**.

The hub will offer a range of joined-up health, social care, local council and voluntary sector services to provide better access to care and support for Haringey residents.

Get involved in our next workshop and tell us what you think:

Date: **Monday 4th December 2023**
Time: **1.30pm to 3.30pm**
Venue: **The Cypriot Community Centre**
Earlham Grove
N22 5HJ

Participants will received a £30 voucher.

We're particularly interested in hearing from:
- Older People
- People with Physical Disabilities
- People experiencing difficulty with their mental health
- Carers (we can support you to cover your caring responsibilities so you can attend)

If you'd like to get involved:

Call – 07426 478 928
Email – jano.goodchild@publicvoice.london

Appendix B – Demographics

About me	WORKSHOP 1		WORKSHOP 2		WORKSHOP3		WORKSHOPS TOTALS	
1. How old are you?	Total	%	Total	%	Total	%	Total	%
☐25 to 34 years	1	7%	1	8%	1	6%	3	7%
☐35 to 44 years	1	7%	1	8%	0	0%	2	5%
☐45 to 54 years	1	7%	1	8%	4	24%	6	14%
☐55 to 64 years	3	21%	3	25%	8	47%	14	33%
☐65 to 74 years	5	36%	3	25%	4	24%	12	28%
☐75 to 84 years	3	21%	3	25%	0	0%	6	14%
	14	**100%**	**12**	**100%**	**17**	**100%**	**43**	**100%**
2. Which gender do you identify with?								
☐Male	3	21%	3	25%	4	24%	10	23%
☐Female	11	79%	9	75%	13	76%	33	77%
☐Prefer not to say	0	0%	0	0%	0	0%	0	0%
	14	**100%**	**12**	**100%**	**17**	**100%**	**43**	**100%**
3. What is your ethnicity?								
☐Arab	2	14%	1	8%	0	0%	3	7%
☐Asian / Asian British - Indian	1	7%	2	17%	0	0%	3	7%
☐Asian / Asian British – Bangladeshi	1	7%	0	0%	0	0%	1	2%
☐Black / Black British - African	3	21%	3	25%	1	6%	7	16%
☐Black / British - West African	0	0%	0	0%	1	6%	1	2%
☐Black / Black British - Caribbean	3	21%	2	17%	3	18%	8	19%
☐White British / English / Northern Irish / Scottish / Welsh	2	14%	1	8%	1	6%	4	9%
☐White Irish	1	7%	0	0%	1	6%	2	5%
☐White – Any other White background	0	0%	3	25%	2	12%	5	12%
☐Polish	0	0%	0	0%	5	29%	5	12%
☐Romanian	0	0%	0	0%	1	6%	1	2%
☐Mixed / Multiple ethnic groups: Black Caribbean and White	0	0%	0	0%	1	6%	1	2%
☐Prefer not to say	1	7%	0	0%	1	6%	2	5%
☐Other (please specify)	0	0%	0	0%	0	0%	0	0%
	14	**100%**	**12**	**100%**	**17**	**100%**	**43**	**100%**
4. What is your religion?								
☐Buddhist	1	7%	2	17%	0	0%	3	7%
☐Christian	6	43%	4	33%	13	76%	23	53%
☐Hindu	0	0%	1	8%	0	0%	1	2%
☐Muslim	3	21%	3	25%	1	6%	7	16%
☐No religion	0	0%	0	0%	2	12%	2	5%
☐Prefer not to say	4	29%	2	17%	0	0%	6	14%
☐Other (please specify)	0	0%	0	0%	1	6%	1	2%
	14	**100%**	**12**	**100%**	**17**	**100%**	**43**	**100%**
5. What is your sexual orientation?								
☐Asexual	0	0%	0	0%	0	0%	0	0%
☐Bisexual	0	0%	0	0%	0	0%	0	0%
☐Gay	0	0%	0	0%	0	0%	0	0%
☐Heterosexual / Straight	8	57%	9	75%	16	94%	33	77%
☐Lesbian	0	0%	0	0%	0	0%	0	0%
☐ Prefer not to say	5	36%	3	25%	1	6%	9	21%
☐Other (please specify)	1	7%	0	0%	0	0%	1	2%
	14	**100%**	**12**	**100%**	**17**	**100%**	**43**	**100%**
6. Do you consider yourself to be disabled?								
☐Yes	5	36%	8	67%	7	41%	20	47%
☐No	8	57%	4	33%	10	59%	22	51%
☐Prefer not to say.	1	7%	0	0%	0	0%	1	2%
	14	**100%**	**12**	**100%**	**17**	**100%**	**43**	**100%**
7. Do you consider yourself to have a long-term health condition?								
☐Yes	0	#DIV/0!	9	75%	11	65%	20	69%
☐No	0	#DIV/0!	1	8%	6	35%	7	24%
☐Prefer not to say.	0	#DIV/0!	2	17%	0	0%	2	7%
	0	**#DIV/0!**	**12**	**100%**	**17**	**100%**	**29**	**100%**
8.Do you consider yourself to be living with a long-term mental health concern?								
☐Yes	0	#DIV/0!	2	17%	4	24%	6	21%
☐No	0	#DIV/0!	9	75%	13	76%	22	76%
☐Prefer not to say.	0	#DIV/0!	1	8%	0	0%	1	3%
	0	**#DIV/0!**	**12**	**100%**	**17**	**100%**	**29**	**100%**
9. Do you consider yourself to be an autistic person?								
☐Yes	0	#DIV/0!	2	17%	2	12%	4	14%
☐No	0	#DIV/0!	9	75%	15	88%	24	83%
☐Prefer not to say.	0	#DIV/0!	1	8%	0	0%	1	3%
	0	**#DIV/0!**	**12**	**100%**	**17**	**100%**	**29**	**100%**
10. Is English your first language?								
☐Yes	10	71%	5	42%	11	65%	26	60%
☐No	4	29%	6	50%	6	35%	16	37%
☐Prefer not to say	0	0%	1	8%	0	0%	1	2%

Appendix C – Workshop questions

Topic 1 (30mins)
Accessing services in the hub

1- **How should the the hub/services be accessed?**
   Discussion (see prompts below)

   - Accessing the hub via GP referral, or self- referral (online and in person), walk-ins.
   - Do you have good examples of being able to access health and care appointments?
   - Why were they successful?
   - Do you have examples of where it was hard to access health and care service appointments? What made it difficult?

2- **What would a good experience accessing the Hub feel like?**
   Discussion (see prompts below)

   - What is important to you when accessing the hub? For example, public transport, car parking, access for prams, and mobility scooters)?
   - Availability of appointments?
   - Working hours?

3- **Would you like the hub to provide spaces to access the internet?**
   Discussion (see prompts below)

   - How would you feel about accessing the internet in a public space?
   - What kind of support would you like to be given?

4- **Should the hub also provide separate spaces for digital consultation?**
   Discussion (see prompts below)

   - What kind of support would you need?
   - What issues might be encountered during this process?

5- **If using a walk-in route to the services,**
   Discussion (see prompts below)
   - what is an acceptable time to wait to be seen?
   - How would you feel about using an app or a being given a pager to let you know when your appointment is next?
   - How long in advance would you like to be given to return to your appointment? (10min, 20min, etc)

6- **If using a walk-in route and the service is busy on the day, how important would it be to be given an option to book for the next available appointment?**
   Discussion (see prompts below)
- Would you like to receive confirmation via email, text, piece of paper?

7- **If using the hub for regular appointments, what should the experience should look like?**
   Discussion (see prompts below)
- From referral to using the space.

   BREAK

Topic 2 (30 mins)
Using the space
How the space should feel to people who use it.

8- **What would make for a welcoming and positive experience when entering the hub?**
   Discussion (see prompts below)

- Have you ever had a good experience when arriving to a service? (bank, airport, different health setting) What made it feel positive?
- Have you had a poor service? What made it feel negative?
- Support/help. Would it be helpful if there was a person at the entrance to offer support. What kind of support would you need (example- navigating the hub, getting to appointment rooms, using the internet)?
- Internal Signage. How would that look like (size, language, arrows etc)?
- Feeling Safe- Would a security guard at the hub make you feel safe, comfortable? Having cameras inside and outside, would it make you feel safer or would be intrusive?
- What are the must haves for a welcoming area?

9- **What does a good waiting area feel like?**
   Discussion (see prompts below)

- Availability of seating spaces?
- What does the seating look like?
- Assistance available? What kind of assistance might you need?
- Entertainment? Magazines, music on the background?
- What would be a bad experience?

10- **How should a person be called for their appointment?**
   Discussion (see prompts below)

- Name on the screen, number given, via an app, via a pager?
- If via an app or a pager, how long in advance would you like to be given to return to your appointment? (10min, 20min, etc)

11- **How important is to be able to book follow-up appointments on the spot (if possible)?**
   Discussion (see prompts below)

- Would you like the person (advisor/nurse/doctor) that you are seeing to be able to book for you on the spot/before leaving the room?
- Would you rather do it digitally in your own time?

12- What would a good digital space (offer) look like?
Discussion (see prompts below)

- What would the space look like?
- Pods where people could access consultations.
- Spaces where you can access the internet.
- Someone to help logging in to the appointment.
- Should it be available during work hours only?

13- The Hub could offer additional services around Social Care & Advice, what services would be helpful?
(Participative- ask participants to write on post-it notes)
Prompts
- DWP- financial advice
- Housing advice
- Community Groups

Topic 3
How the Hub should be promoted

14- How should the hub be promoted?
Discussion (see prompts below)

- The use of digital and non-digital means, for example, leaflets in the community, GPs, Emails, Newsletters.

What does good signage outside look like?
Discussion (see prompts below)
- location, size, language.

15- How would you describe the Hub?
(Participative- ask participants to write on post-it notes)
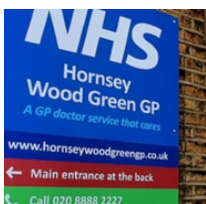
16- What words would you associate with the Hub?
(Participative- ask participants to write on post-it notes)

Appendix D - Workshop materials

Wood Green Integrated Hub

Winter 2023 staff and resident engagement
Sacha Jarrett - Engagement and Communications Manager

Wood Green Integrated Hub - Case Summary

Whittington Health (WH), Hornsey Wood Green GP practice, NCL Integrated Care Board (NCL ICB), North Middlesex University Hospital Trust (N Mid), Barnet, Enfield and Haringey Mental Health Trust (BEH) and the London Borough of Haringey (LBH) are working in partnership to deliver an integrated (health and care services) hub within the Wood Green Shopping Mall.

1 Problem
- Poor quality care facilities.
- Too small to meet population need.
- Community health service delivery in several disparate disjointed locations.
- Lack of integration between health and care services.

2 Objectives
- Improved, expanded and fit for purpose facilities.
- A patient/community focused integrated service model. optimising technology.
- To meet patient/care community needs holistically
- Accessible facilities.
- Located in central Haringey.

3 Collaboration
- Resident and system-partners co-design and consultation.
- Partner-based governance with lead organisation and inclusive Steering Group and project delivery.
- Change management at the heart so behaviours, relationships and processes change from the start.

4 Benefits
- Easier access to services.
- Breaking the inverse care law – investing in areas that need it most.
- Supporting regeneration of high street.
- Holistic approach to health, debt, housing, mental health, dental, GP etc issues.

5 Solutions
- Health & care services integrated and co-located.
- Creative and innovative approach to space and digital solutions driven by residents, services and service users.
- Flexible and shared spaces.
- c3000 sqm of space over 2 floors of The Mall.

NHS
Whittington Health
NHS Trust

Wood Green Integrated Hub - Organisations

NHS	Council & Social care	Primary care	Voluntary
Barnet Enfield and Haringey Mental Health Trust. North Middlesex University Hospital. Whittington Health NHS Trust.	London Borough of Haringey.	Hornsey and Wood Green GP Practice.	Third sector and Voluntary services.

NHS
Whittington Health
NHS Trust

Wood Green Integrated Hub -
Summer 2022: Engagement workshops with residents to develop design principles.

You Said

Easy to book an appointment

Clear Communication

Good facilities

Easy to find your way around

Friendly informed staff

Short Queues

Well ventilated

Feeling safe

Continuity of care

Calm spacious waiting areas

Accesible

Human

Children's Entertainment

Clean

Information available

Covid-19 safe

Design principles

Covid-19 flexibile

One central public number

Central locality website

Greener

Self check-in

Shared staff, desk & storage space

Staff rest areas

Space for 1:1 drop in conversations

New approach to reception

Information point

Flexibility, space adapts to need

Clear messaging on Hub offer

Accessing different IT systems from one PC

Breastfeeding space

Workforce development

Staff directory

Privacy

Linked up systems to promote behaviour change

Changing/bathroom facilities

Floor walkers

Who may use the hub? Personas

Sarah

Female, 35
Deaf
Sign language
Unemployed
Financially insecure
Health issues
Regular appointments

Mr Johnson

Male
85 years old
Digitally and socially excluded
Needs home modifications & financial support

Safia

Child
7 years old
Autism
Language barriers
Limited knowledge of the system

Kevin

Young person
16 years old
Low income
Mental health condition
Self-medicating
Self-harming
Digitally savvy

Aisha

Female
Late 20's
Pregnant with 2nd child
Mental health difficulties
Needs support and advice

As well as sharing their own views and lived experiences, participants will also be asked to consider the above personas during discussions about the integrated hub. These personas have been designed based on the most seldom heard from or excluded community members in Haringey.
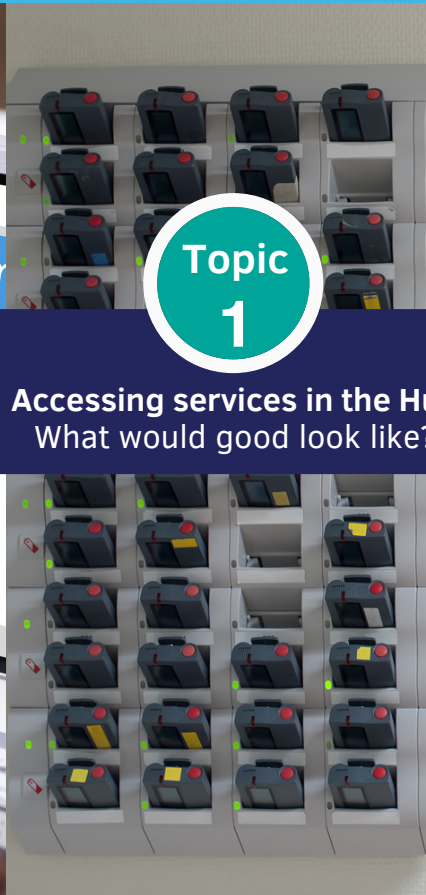
Topic 1

Accessing services in the Hub
What would good look like?

Topic 2

Using the space
How should you feel when using the Hub?

Topic 3

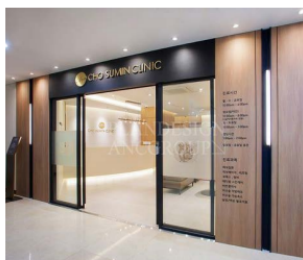**How should the hub be promoted?**

Brand Ideas
Mayes Road Entrance

High end / private

High end specification of natural materials, warm tones and quality finishes. Calm, inviting and relaxing. Luxurious experience.

Corporate and clean

Professional and corporate. Colourful and inviting. Similar graphics to high street gyms and offices. Familiar appearence.

Strong NHS branding

Typical NHS style frontage with addition of Haringey council logo. Easily identifiable as a health and wellbeing hub with familiar branding.

Fun / pop / friendly

Attractive, eye catching and fun. Inclusive and welcoming to all. Stands out on the street, which will help people to find the hub.

Branding Options
High End / Private

High end specification of natural materials, warm tones and quality finishes.

Natural materials are calming and can make anxious patients feel more relaxed. Provides a different atmosphere to regular GPs and clinics. Will make patients feel comfortable in a high quality environment. Patients will receive a more luxury experience.
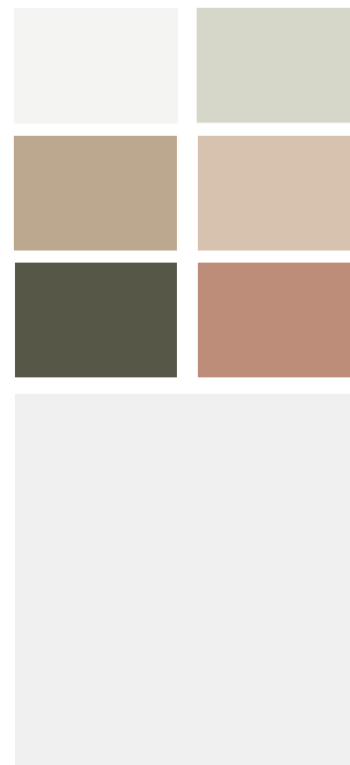
Advantages

- Patients will feel as though they are cared for. It is evident that the hub is a quality investment to benefit health and wellbeing of Wood Green residentes
- New typology of health and wellbeing facility will be given a completely different type of branding - differentiable from other GP centres and clinics

Disadvantages

- Might not be as easy to identify from Mayes Road
- Some patients might not feel welcome in such a high quality space
- More expensive
- Query around the use of natural timber in an area of infection control

Precedents

Colour ideas / materials

Branding Options
Strong NHS Branding

Typical NHS style frontage. Easily identifiable as a health and wellbeing hub with familiar branding. Colour scheme in line with NHS branding.

Advantages

- Familiar branding so patients will easily recognise entrance
- Patients might find comfort and safety in a familiar NHS environment

Disadvantages

- The hub is meant to represent a new typology of healthcare facility, so the use of NHS branding is tying it back to typical NHS clinics, rather than presenting it as something innovative and new
- The hub is to welcome patients who may not feel welcome normally in NHS settings

Precedents

Colour ideas / materials

Branding Options
High End / Private

High end specification of natural materials, warm tones and quality finishes.
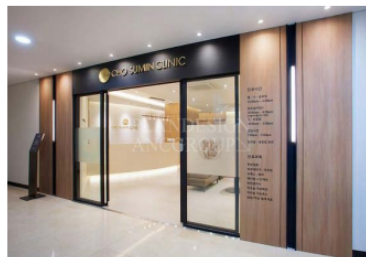
Natural materials are calming and can make anxious patients feel more relaxed. Provides a different atmosphere to regular GPs and clinics. Will make patients feel comfortable in a high quality environment. Patients will receive a more luxury experience.
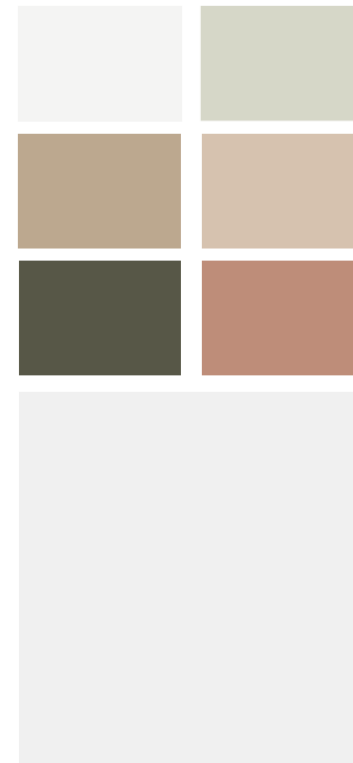
Advantages

- Patients will feel as though they are cared for. It is evident that the hub is a quality investment to benefit health and wellbeing of Wood Green residentes
- New typology of health and wellbeing facility will be given a completely different type of branding - differentiable from other GP centres and clinics

Disadvantages

- Might not be as easy to identify from Mayes Road
- Some patients might not feel welcome in such a high quality space
- More expensive
- Query around the use of natural timber in an area of infection control

Precedents

Colour ideas / materials

Branding Options
Fun / Pop / Friendly

Attractive, eye catching and fun. Colourful graphics are welcoming, making the entrance feel inclusive to everyone. The bright colour scheme makes the hub feel less intimidating and more inclusive to all visitors.

Advantages

- Using a fun pop graphic style could make the hub seem less scary to those patients who are nervous about visiting
- The use of bright colours will brighten up the Mayes Road elevation, making the entrance to the hub easily identifiable
- The hub brings together lots of services, this branding style gives an opportunity to express this new partnership

Disadvantages

- Whilst the pop style graphics might appeal to younger visitors, older visitors might find the colours / patterns stressful
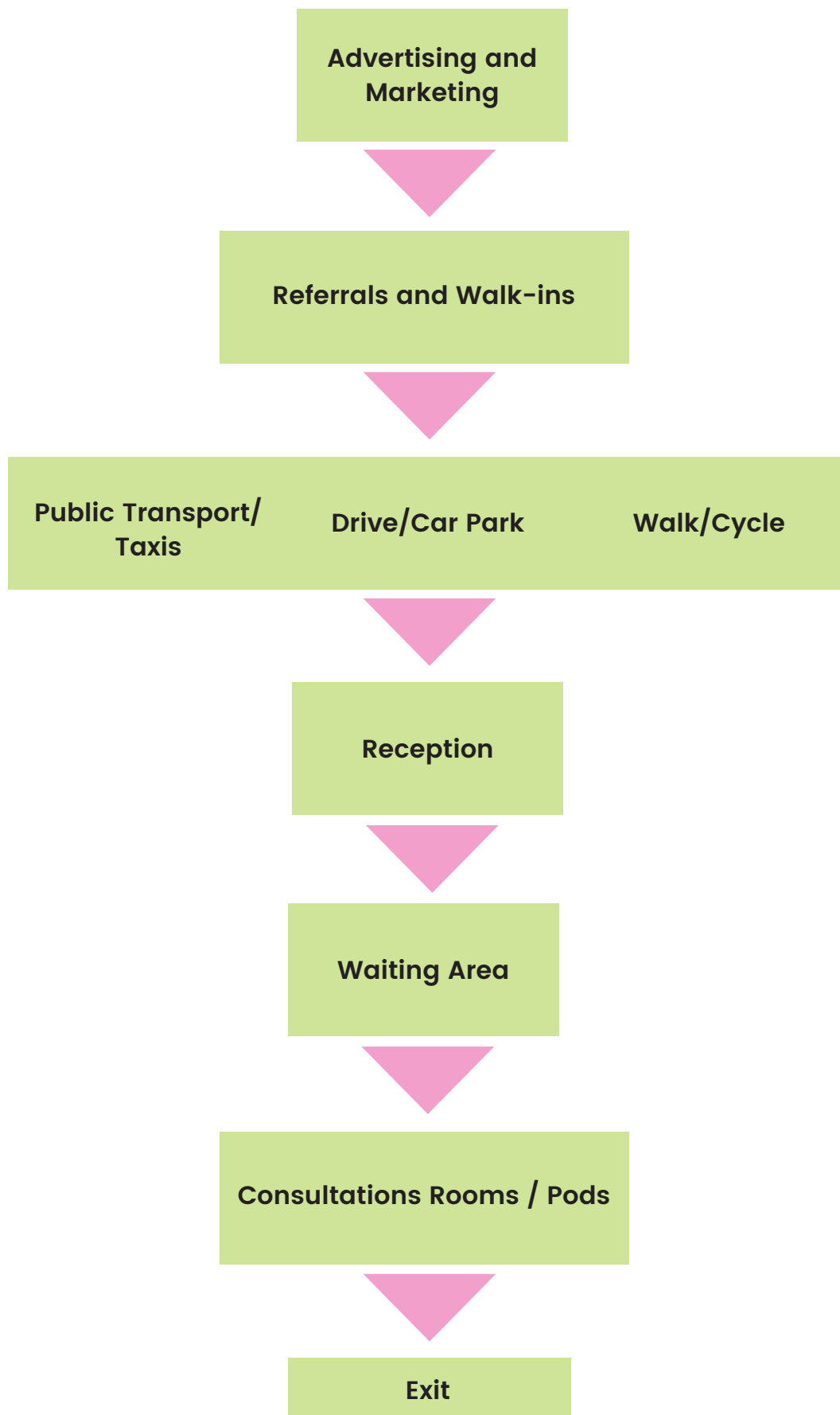- Use of pop style graphics and colours could cause visitors to interpret the hub as being unprofessional

Precedents
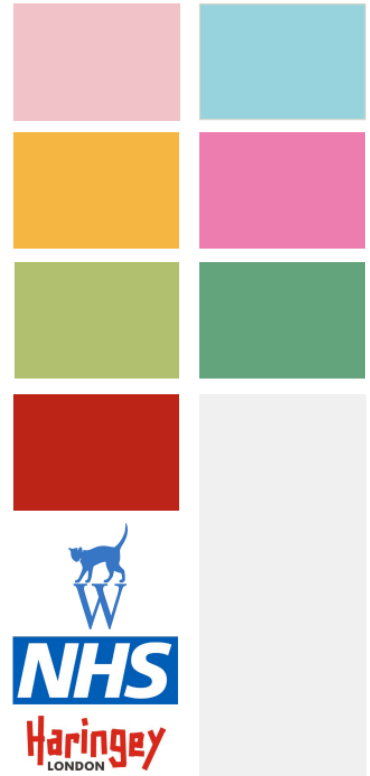
Colour ideas / materials

Appendix E – Journey map

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        ┌──────────────────────────┐
        │   Advertising and        │
        │   Marketing              │
        └──────────────────────────┘
                    ▼
        ┌──────────────────────────┐
        │   Referrals and Walk-ins │
        └──────────────────────────┘
                    ▼
┌──────────────────────────────────────────────┐
│ Public Transport/    Drive/Car Park   Walk/Cycle │
│ Taxis                                          │
└──────────────────────────────────────────────┘
                    ▼
        ┌──────────────────────────┐
        │   Reception              │
        └──────────────────────────┘
                    ▼
        ┌──────────────────────────┐
        │   Waiting Area           │
        └──────────────────────────┘
                    ▼
        ┌──────────────────────────┐
        │  Consultations Rooms / Pods │
        └──────────────────────────┘
                    ▼
        ┌──────────────────────────┐
        │   Exit                   │
        └──────────────────────────┘
```

Appendix F – Words to describe the Integrated Health Hub

Integrated	Tackling loneliness by bringing people together
Friendly	Safe and clean
Community	Warm environment
Holistic health service	Well lit
Place to go for help	Spacious
Mindfulness	Joined up
Good service	Health and social Care one stop shop
Accessible	All in one
Well funded	Multi-disciplinary service
Comfortable	Holistic
Welcoming	Integrated
Somewhere to go for help	Working together
Helpful	Light and airy
Caring	Confidential
Smiling	Integrated hub
Follow ups	Well-staffed
Health referral centre	Compassionate approach
Efficient	One stop shop
One stop service	Calm
Services in one place	Busy
Somewhere to find out things and get help	Ramps, elevators to create accessible access
People focused	Innovative

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