

BOLTON COLLEGE OF MEDICAL SCIENCES

Community consultation:

May 19th - June 2nd 2021



Research Report



Just Ask Scarlett



Research report

Findings from the BCMS community consultation

A report on the findings of the community consultation commissioned by the University of Bolton and undertaken by Galibier PR. This report was produced by Galibier PR to support Bolton College of Medical Sciences' grant bid for the Levelling Up Fund - the application of which is being written by specialist consultancy firm Just Ask Scarlett.



May 19th – June 2nd 2021

Bolton College of Medical Sciences Community Consultation

Contents

1) Executive summary

2) Consultation methodology

3) Demographic breakdown

4) Report findings

i) Overview

ii) Perceived impact

Appendix 1: Breakdown of stakeholder groups consulted

Appendix 2: Graphed survey results

Appendix 3: Graphed diversity, equality and inclusion results



1) Executive summary

The consultation was designed to solicit the views on the economic and cultural impact the proposed Bolton College of Medical Sciences (BCMS) could have on Bolton's diverse community, including how it will help the town to create and sustain rewarding careers in clinical and medical healthcare, and result in an improved level of care.

Findings of the consultation suggest comprehensively positive support from the Bolton, Greater Manchester and wider community for the proposed project.

This report draws on data collected from the consultation conducted between May 19th-June 2nd 2021, of which there were 631 complete responses.

97% agree or strongly agree with the overall vision for BCMS



BCMS will improve Bolton's quality of health & social care services, say **83%**

90% think BCMS will provide Boltonians with greater opportunities to progress their employment, and 78.5% to find new or better paid employment



93% agree or strongly agree that BCMS would have a positive impact on Bolton's future economy

94% expect the impact of BCMS on the local community to be positive or very positive



Other key findings:

- **77.5%** think BCMS will **increase access** to health and social care for Boltonians
- **95%** believe BCMS will have a **positive or very positive impact** on the **education provision** for the people of Bolton
- **94%** think BCMS would make people **more likely to stay** and develop careers in their local area
- **89%** think BCMS would make people **more likely to consider a career** in the clinical or medical health and social care sectors **in Bolton**



2) Methodology

In total, the consultation recorded 631 individual, complete responses. 267 people partially completed the consultation, bringing the overall number of respondents taking part to 898.

The survey was hosted on Bolton Council's Invest in Bolton website and its consultation page. The survey broadly focussed on the residents of Bolton and Greater Manchester, but specifically targeted people who could benefit from the Bolton College of Medical Sciences, including:

- Current and prospective students at Bolton University and Bolton College;
- Bolton NHS Foundation employees;
- Individuals looking to embark or further their career in medical and clinical healthcare;
- Service users;
- Public sector bodies;
- Local businesses and business community;
- Community interest groups;
- Underrepresented and/or marginalised groups;
- Third and voluntary sectors.

**Invest
in Bolton**

DEVELOPMENTS OPPORTUNITIES ABOUT BOLTON WHY BOLTON? NEWS & EVENTS



CONTACT

Invest in Bolton < Developments < Wider Regeneration



The Bolton College of Medical Sciences

A collaboration between Bolton College, the University of Bolton, Bolton NHS Foundation Trust and Bolton Council, The Bolton College of Medical Sciences (BCMS) is a proposed state-of-the-art vocational/professional skills and training facility at the Royal Bolton Hospital in Farnworth, Bolton. It will transform the way that people are trained and employed in the healthcare sector across Greater Manchester, and enable Bolton to be a leader in the healthcare field.

BCMS will comprise teaching and learning space offering training and development opportunities to existing Bolton NHS Foundation Trust staff and others seeking employment in the healthcare sector and will be the first development of its kind in Greater Manchester.

Views are being sought on the economic and cultural impact of BCMS on Bolton's diverse community, including how it will help the town to create and sustain rewarding careers in clinical and medical healthcare and result in an improved level of care.



The consultation was shared across the channels of the four BCMS partners: Bolton Council, Bolton University, Bolton College and Bolton NHS Foundation Trust. The media played an important role in publicising the consultation to a wider demographic, with The Bolton News and Bolton FM running articles and features on the consultation. Bolton's three Members of Parliament (Chris Green MP, Mark Logan MP and Yasmin Qureshi MP) were also briefed on the consultation, actively sharing it with constituents.

The Bolton News



News Sport Wanderers What's On Announcements E-Edition The Buff podcast Stay Informed and Stay Safe

News

19th May

Ambitious £40m plans for Bolton College of Medical Sciences

By Saiqa Chaudhari | @saiqa2
Education Reporter



Bolton College of Medical Sciences CGI image

15 comments

A MULTI-MILLION pound project to develop the UK's first-of-its kind medical science college in Bolton is back on track after being put on hold during the pandemic.

Bolton College of Medical Sciences (BCMS) is a proposed state-of-the-art centre at Royal Bolton Hospital providing training and qualifications for those looking for careers in the medical professions, while opening up opportunities for hospital staff to further their careers.

Made possible by Hosts

Explore Summer Getaways



3) Demographic breakdown

Deliberate efforts were made to consult groups and organisations comprised of or working within marginalised communities to ensure the consultation reached a broad range of stakeholders and was representative of the diverse community and make-up of Bolton and Greater Manchester.

A complete breakdown of all stakeholders that were consulted can be found below and in Appendix 2.

Diversity, equality and inclusion impact

The efforts made to reach out to underrepresented communities are reflected in the demographic breakdown of those who completed the survey.

When asked about their ethnic group, 59% of respondents stated they were “White British”, 23% were “Asian and Asian British”, 4% were “Black, Black British, Caribbean or African”, 4% from a “White Other” group, 2% from a “Mixed or Multiple Ethnic Group” and 2% from an “Other Ethnic Group”.

35% of those of who completed the BCMS consultation **were from a BAME background**, which **exceeds the latest census data for Bolton** (20.59% BAME, 79.41% white British).

The **religion** of respondents followed **a similar diverse trend**: 41% were Christian, 22% Muslim, 3% Hindu, 1% Buddhist, 1% of other religion and 25% of no religion.

When asked whether day-to-day activities were limited because of **a health problem or disability** which has lasted, or is expected to last, at least 12 months, **19% of respondents stated their activities were limited**.

Another key part of the diversity, equality and inclusion impact of the consultation asked whether respondents looked after or gave any help or support to family members, friends, neighbours or others because of either long-term physical or mental ill-health / disability, or problems relating to old age (outside of paid employment). 18% stated they do between “1-19 hours a week”, 4% “20-49 hours a week” and 4% “50 or more hours a week”.

In terms of the gender split of the respondents, **65% were female**, 32% male, 3% preferred not to say and 0.16% preferred to self-define their gender.



4) Report findings

i) Overview

When asked to what extent the respondents agree / disagree with the overall vision for BCMS, the responses were comprehensively positive – 97% agreed or strongly agreed.

When asked to elaborate on why they think this, responses included:

"Many girls especially in the Asian community will want to be a doctor or a take up a medically orientated route in life: this will allow them to do so within a close proximity to home"

"How marvellous it will be for future generations of Boltonians to study branches of medicine in their home town"

"a progressive innovation that might help put Bolton on the map for the right reasons"

"I think this provides an increased provision of quality medical support to our community"

Another respondent suggested BCMS would positively raise Bolton's profile and increase its employment opportunities:

"I believe it will help to provide opportunities for career improvement for those within the healthcare system, and provide increased avenues into work in the sector focussed in the North West. It will help raise the profile of Bolton in a good and positive way and provide much needed local opportunities."

Another individual highlighted the role BCMS could have in regeneration of Bolton town centre:

"I think that a town like Bolton needs this investment. Due to the never-ending decline of the high street shops, the town, which once had a very strong and vibrant reputation for its shopping experience, needs a new identity. I couldn't think of a more exciting and advantageous way of attracting people to a town which prides itself on diversity and equal opportunities. The University of Bolton is an integral part of the town and with its growing links to other colleges and education providers, I can't see why opening the Bolton College of Medical Science wouldn't be a success from the start."

And finally, one respondent spoke about the potential investment in Bolton's wider economy that BCMS could bring:

"Bolton has a large number of young people studying medicine etc in the UK and abroad. To have a medical school in Bolton would not only allow our local youngsters to study within their home town but also the money that is spent elsewhere would stay within Bolton, enhancing Bolton's status economically and getting national and International recognition for future investments."

Many responses also pointed to the shortage of clinical and medical health and social care professionals in the area.



ii) Perceived impact

When asked to qualify the kind of impact BCMS would have on a) the local community and b) the respondent and/or their family, the responses were overwhelmingly positive.

a) the local community

- **94% envisage BCMS's impact on the people of Bolton as positive**, of which two-thirds specified this as "very positive".
- Of the remaining 6%, 5% imagined a "neutral" impact and only 1% any kind of negative impact.

"I believe this is a real opportunity for the major authorities in the area to show that they want to invest in the people [key workers] who made the biggest difference during Covid"

"It would show that investment and opportunities are being developed within the town for the people in the town"

"[Offering] unity and commitment that binds communities together"

"This looks like something the people of Bolton could be very proud of"

"It will give the Bolton community the medical care that most people are probably looking for and expect"

"The benefits are as diverse as its [Bolton's] people"

b) the respondent and/or their family.

- 82% predict BCMS will have some kind of **positive impact on themselves and/or their family.**
- 16% of the remaining respondents put "neutral", and 2% any kind of negative impact.

"It would show that investment and opportunities are being developed within the town for the people in the town"

"Better employment opportunities and healthcare nearer to home"

"Younger members of my own family could well consider different careers in health and social care as a result of [BCMS]. It will also improve the standard of local health and social care with a hopeful influx of higher qualified individuals to bolster services right across the borough"

"Local and accessible medical school training is well overdue..."

"Being a healthcare professional, I have an acute appreciation of the reward of serving on one's own community at a time of vulnerability...I would be honoured to be cared for in the future by locally trained staff"

The consultation and this accompanying report were conducted and compiled by Galibier PR on behalf of Bolton College of Medical Sciences. For any further queries or for access to the raw data please contact:



Georgia Burns / James Hennigan – Galibier PR
georgia.burns@galibierpr.co.uk / james.hennigan@galibierpr.co.uk
0161 302 0670



Appendix 1

Breakdown of stakeholder groups consulted

- Bolton Council consultation page
- Bolton Community & Voluntary Services (Bolton CVS)
- Business Bolton Group
- Invest in Bolton
- Bolton College students - 16-18 & adults (10,000 students)
- Bolton Council
- Bolton at Home
- Bolton Vision partners and networks
- Bolton Councillors
- Bolton Lads and Girls Club
- Bolton NHS Foundation Trust research and development team
- Bolton NHS Foundation Trust staff members (all staff approximately 6,000)
- Bolton Medical Society
- Bolton Interfaith Council
- Bolton Clinical Commissioning Group
- Bolton GP Federation
- Bolton Local Medical Committee
- Bolton Family
- Flower Estates Residents Association
- Bolton University Students Union
- Farnworth Town Centre Steering Group
- Bolton University students
- Shared with eView (Bolton Council constituents)
- Bolton Council of Mosques
- Bolton Hindu Forum
- Alliance Learning
- Bolton University Technical College / University Collegiate School Bolton
- Unique Ladies
- Best of Bolton
- Greater Manchester Chamber of Commerce
- The Business Network - Bolton and Bury
- Business over Breakfast North West
- Halliwell Pharmacy



- Lancashire Outdoor Activities Initiative and the Anderton Centre
- Bolton Neuro Voices
- Bolton Equality Target Action Group
- The Indus Entrepreneurs Network
- Action Coach
- Business Network
- Bolton Neuro Voices
- Bolton Schools (primary, secondary and specialist)

- | | |
|--|--|
| - All Saints CE Primary School | - Gaskell Primary School |
| - Beacon Primary School | - Gilnow Primary School |
| - Beaumont Primary School | - Hardy Mill Primary School |
| - Beech House - Bolton School Infants | - Harwood Meadows Primary School |
| - Birtenshaw | - Haslam Park Primary School |
| - Bishop Bridgeman CE Primary School | - Heathfield Primary School |
| - Blackrod Anglican Methodist Primary School | - High Lawn Primary School |
| - Blackrod Primary School | - Highfield Primary School |
| - Blackshaw Primary School | - Holy Infant and St Anthony RC Primary School |
| - Bolton Parish Church CE Primary | - Horwich Parish CE Primary School |
| - Bolton School Junior Boys Division | - Johnson Fold Primary School |
| - Bolton School Junior Girls Division | - Kearsley West Primary School |
| - Bolton St Catherines Academy (Primary) | - Ladybridge Primary School |
| - Bowness Primary School | - Ladywood School and Outreach Service |
| - Brandwood Primary School | - Lever Edge Primary School |
| - Brownlow Fold Primary School | - Leverhulme Community Primary School |
| - Castle Hill Primary School | - Lords Independent School |
| - Cherry Tree Primary School | - Lostock Primary School |
| - Chorley New Road Primary School | - Markland Hill Primary School |
| - Church Road Primary School | - Masefield Primary School |
| - Clarendon Primary School | - Birtenshaw |
| - Claypool Primary School | - Bolton Muslim Girls' School |
| - Cleveland's Preparatory School | - Bolton School Senior Boys |
| - Devonshire Road Primary School | - Bolton School Senior Girls |
| - Eagley Infant School | - Bolton St. Catherines Academy |
| - Eagley Junior School | - Canon Slade CE Secondary School |
| - Eatock Primary School | - Eden Boys' School |
| - Egerton Primary School | - Essa Academy |
| - Essa Primary School | - Harper Green School |
| - Forwards Centre Pupil Referral Unit | - Kearsley Academy |



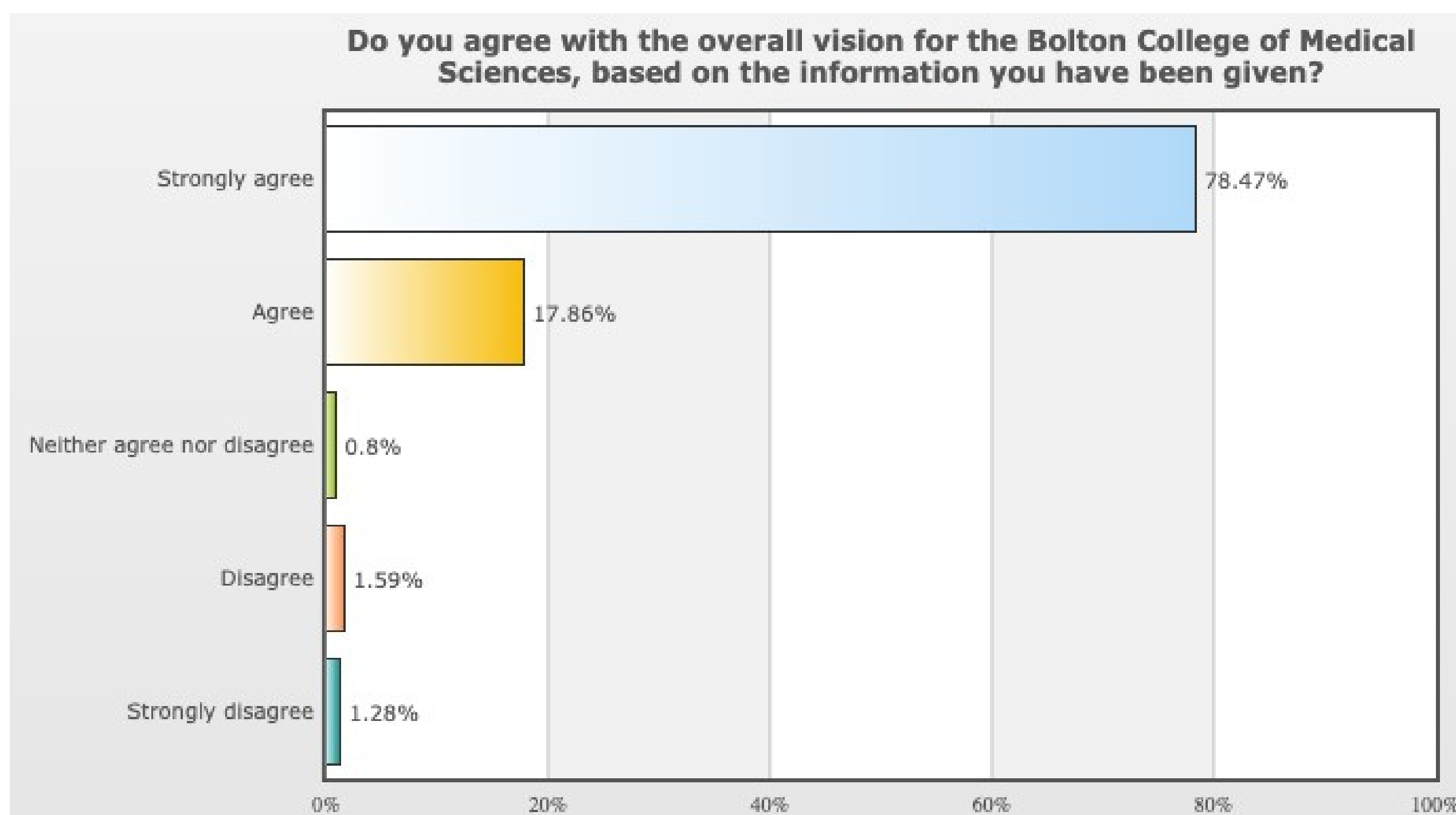
- King's Leadership Academy Bolton
- Ladybridge High School
- Lever Park School
- Little Lever School
- Lords Independent School
- Mount St Joseph Business and Enterprise College
- Park School Teaching Service
- Rivington and Blackrod High School
- Rumworth School
- Sharples School
- Smithills School
- St James CE High School
- St Joseph's RC High School and Sports College
- Thornleigh Salesian College
- Turton School
- University Collegiate School
- Westhoughton High School
- Firwood School
- Green Fold School
- Raise Education and Wellbeing School
- Rumworth School
- The Young Mums Unit
- Thomasson Memorial School
- Youth Challenge Pupil Referral Unit



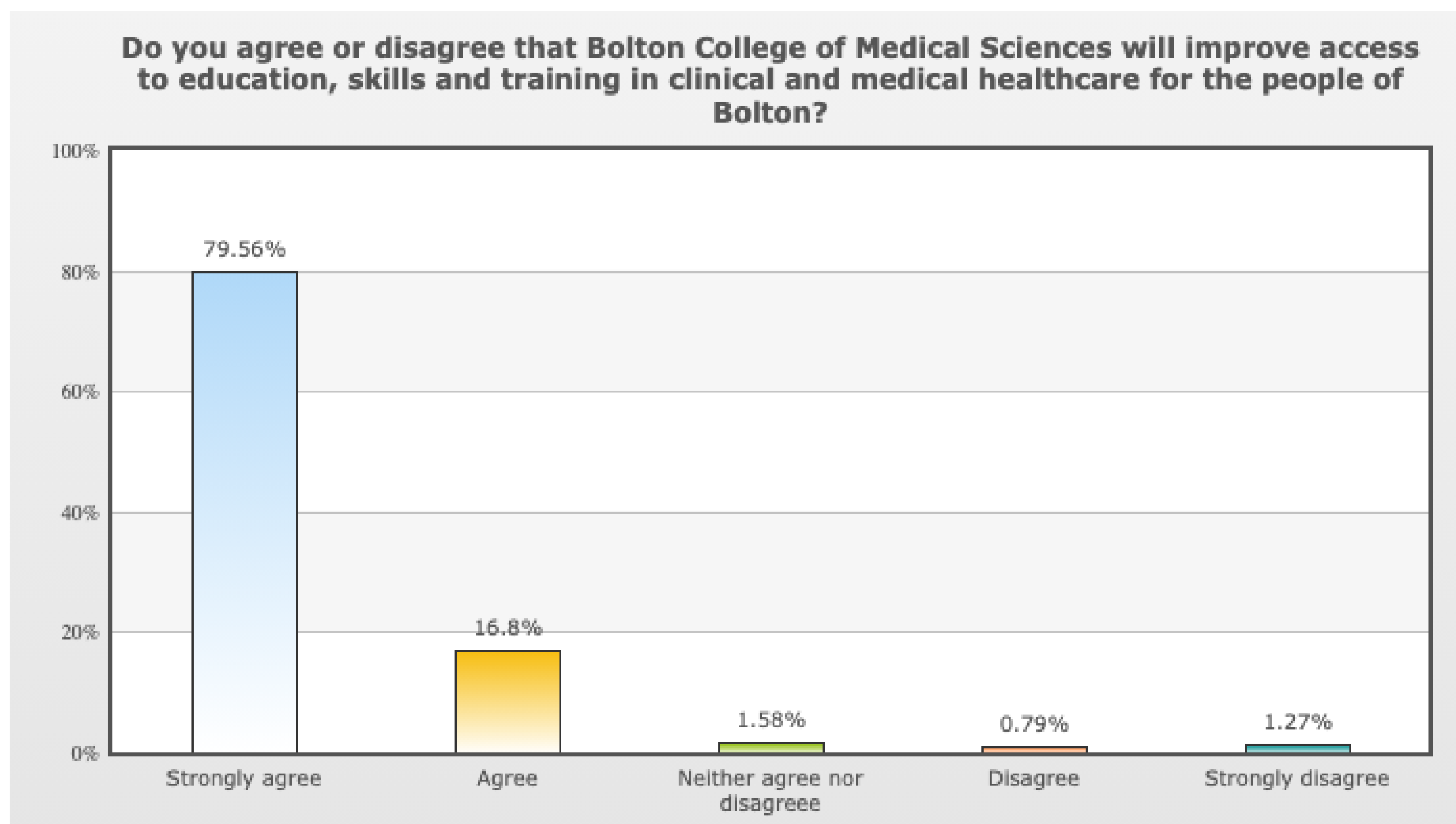
Appendix 2

Graphed survey results

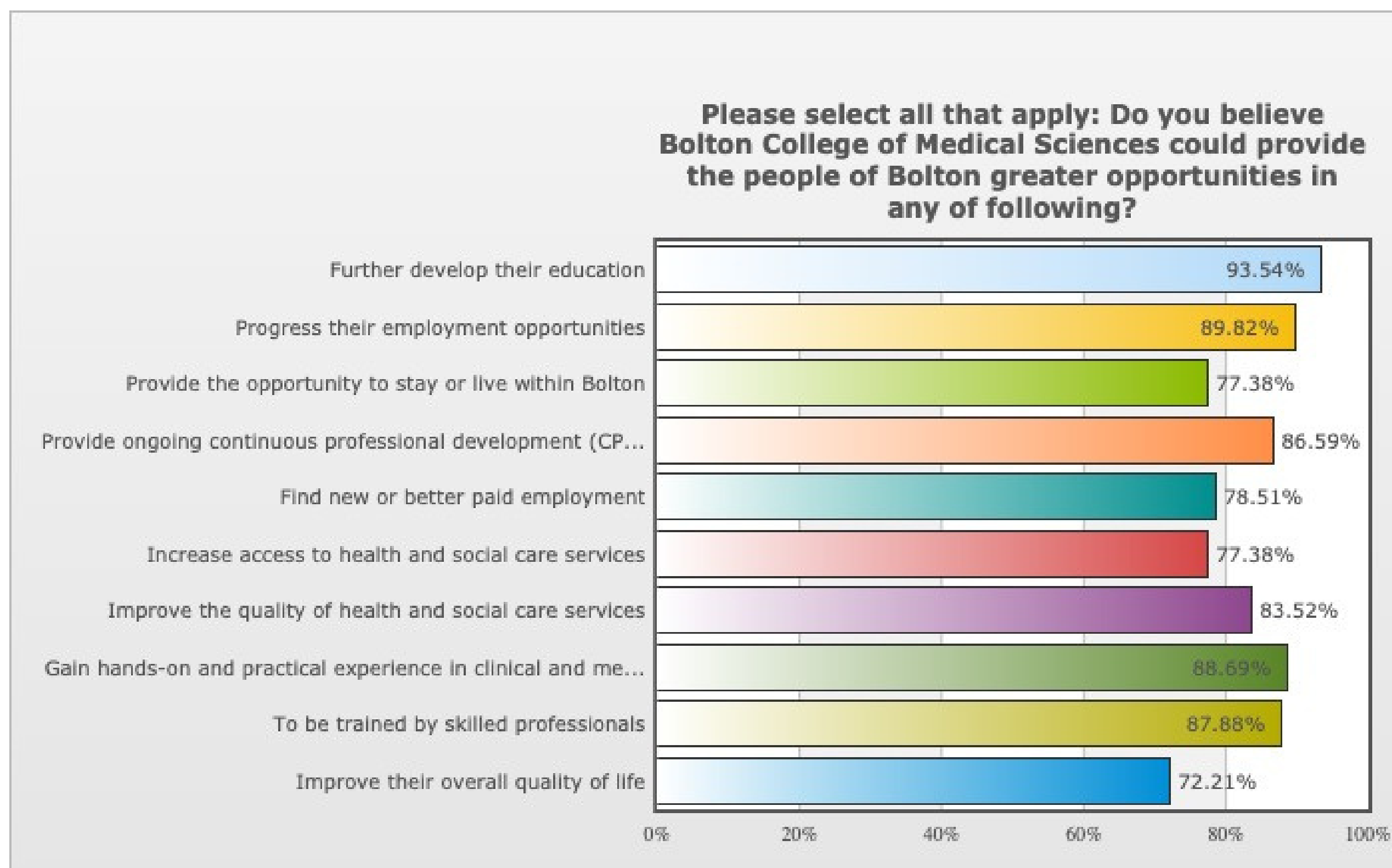
Question 1



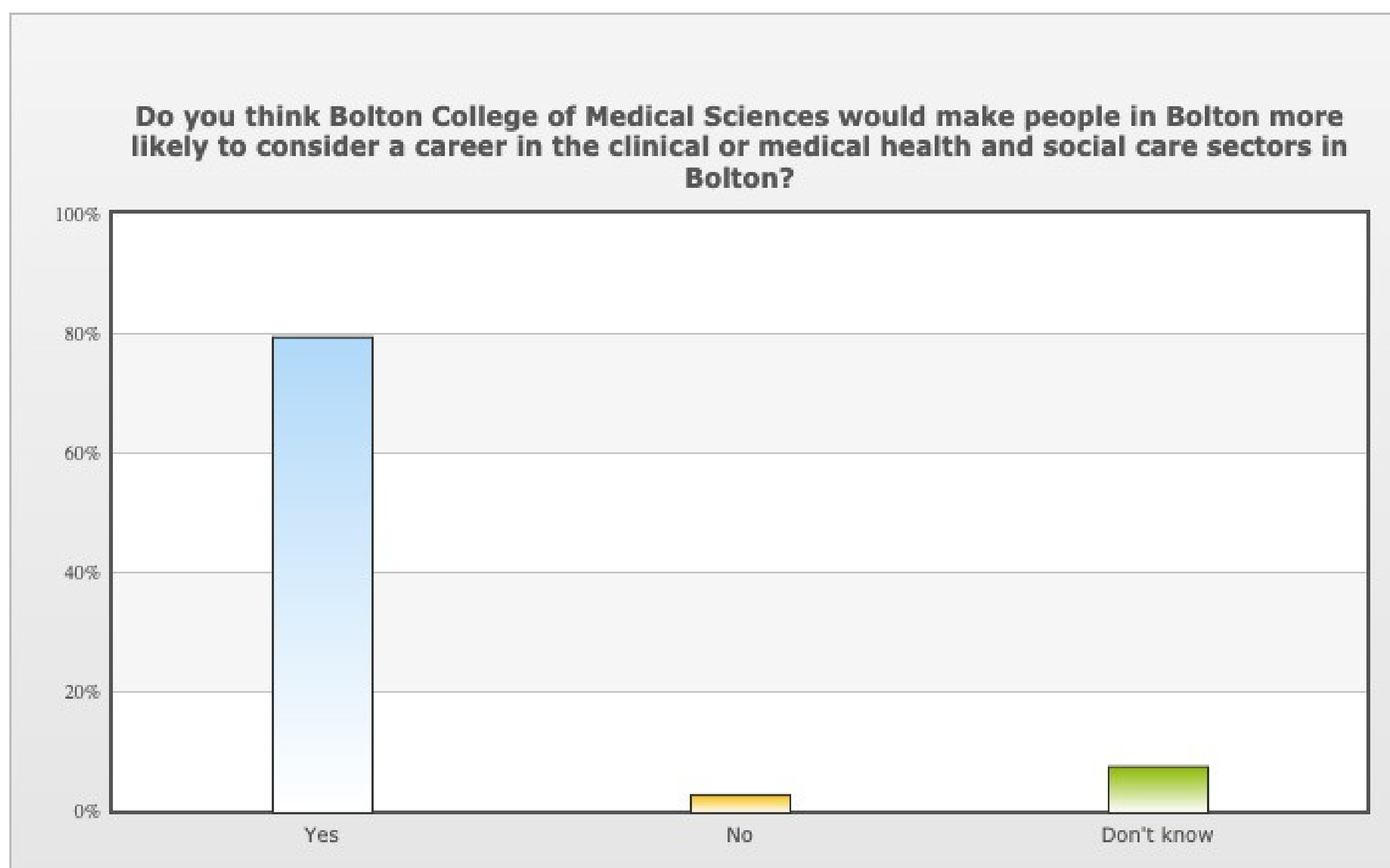
Question 2



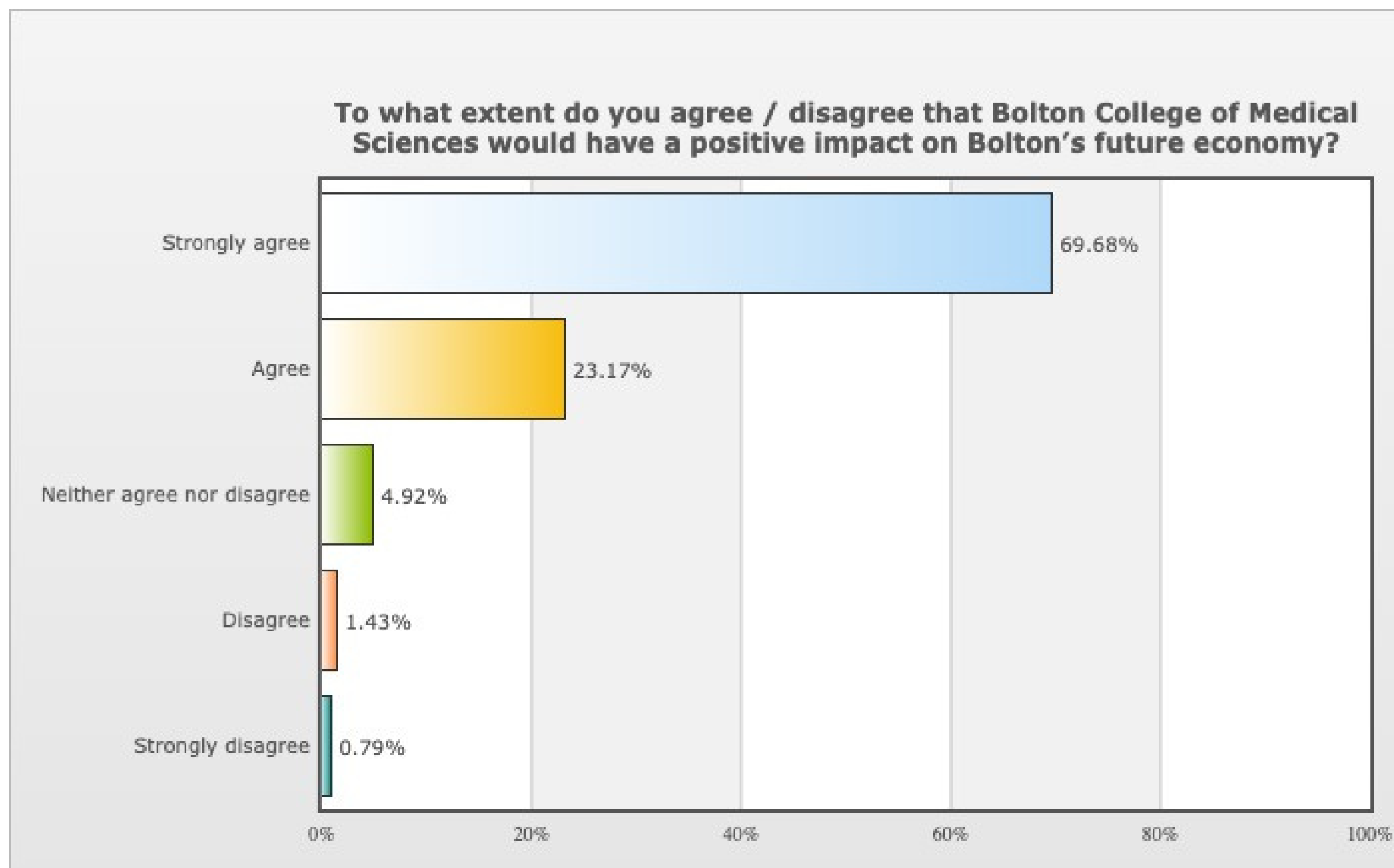
Question 3



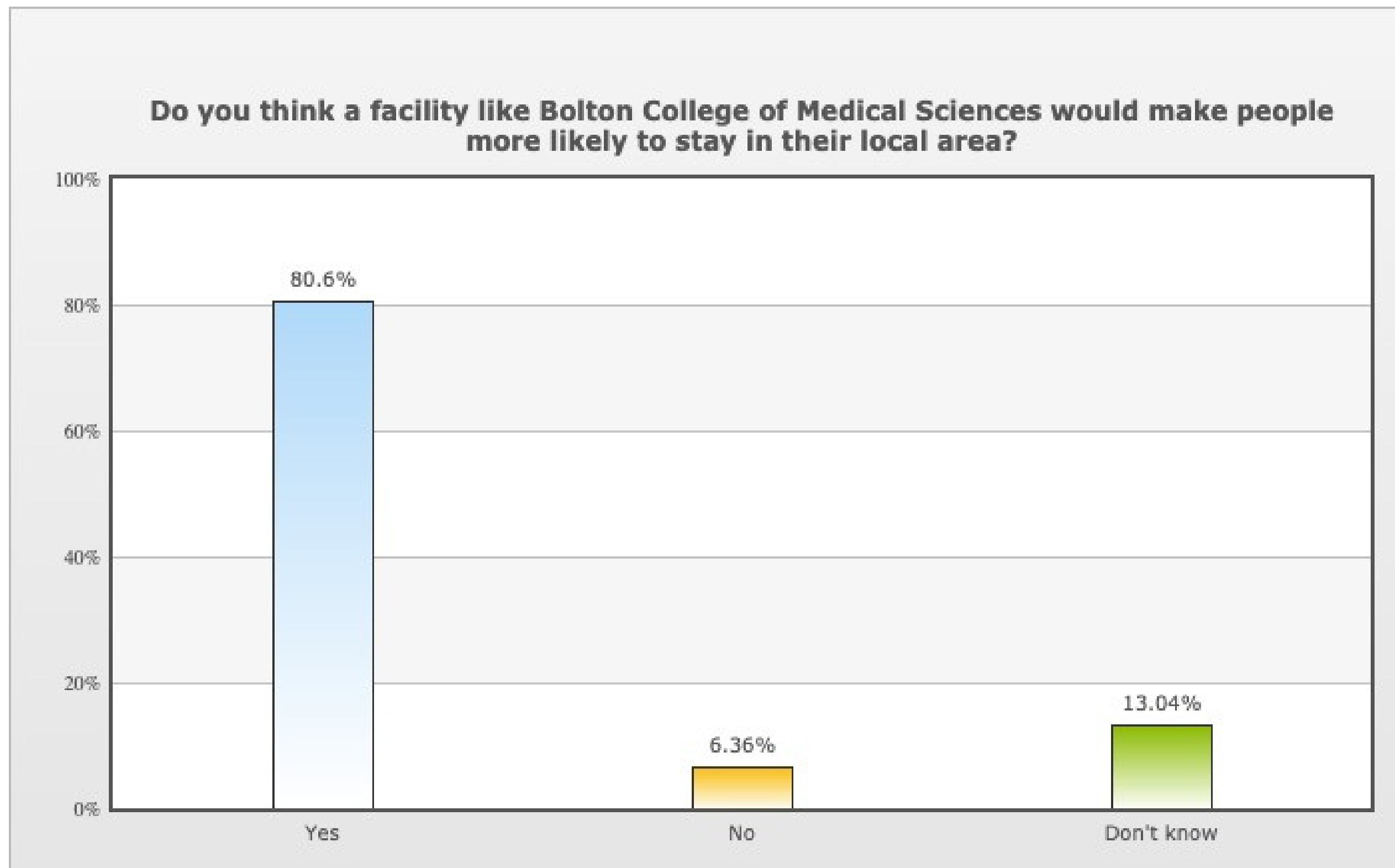
Question 4



Question 5

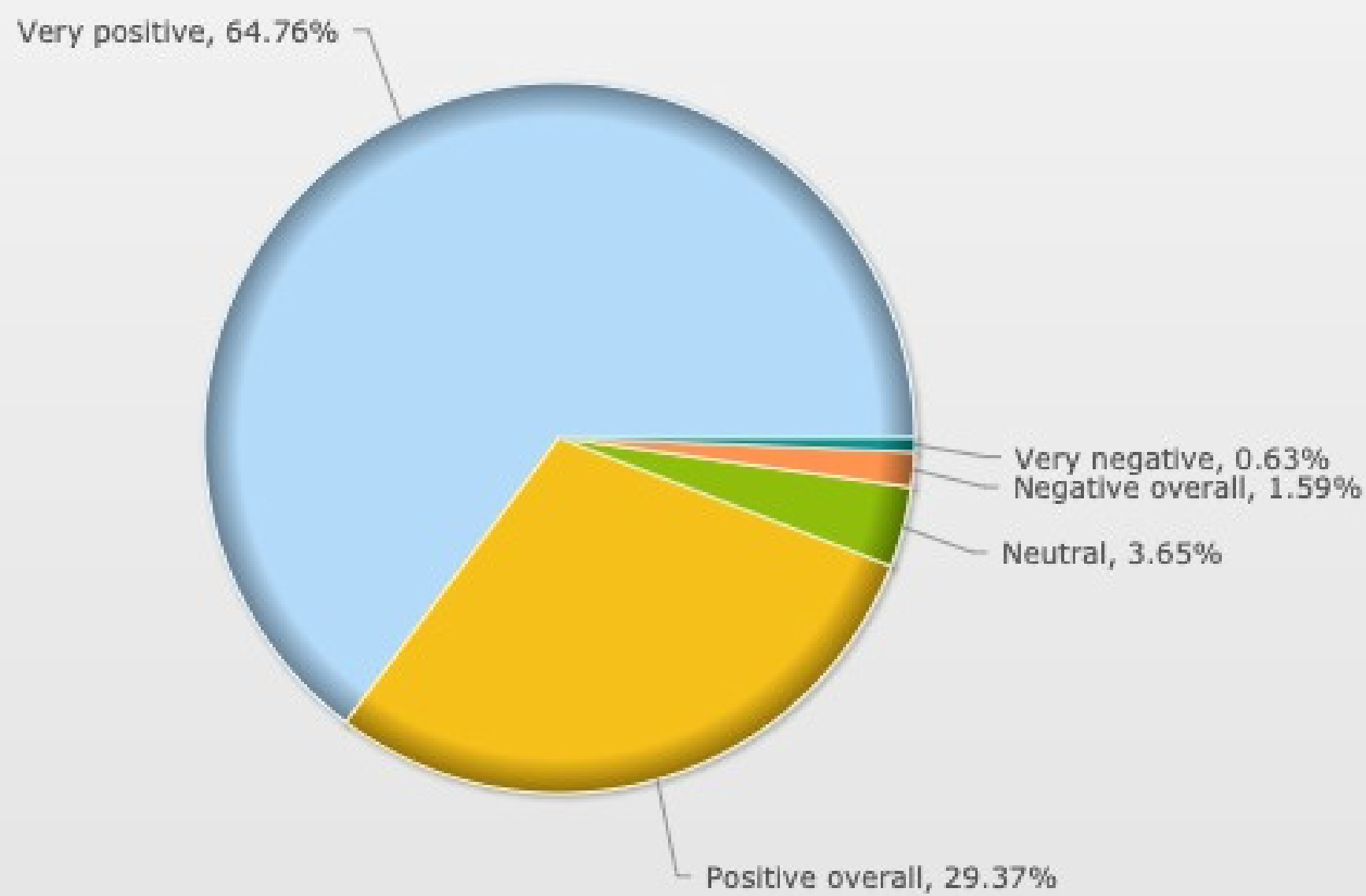


Question 6



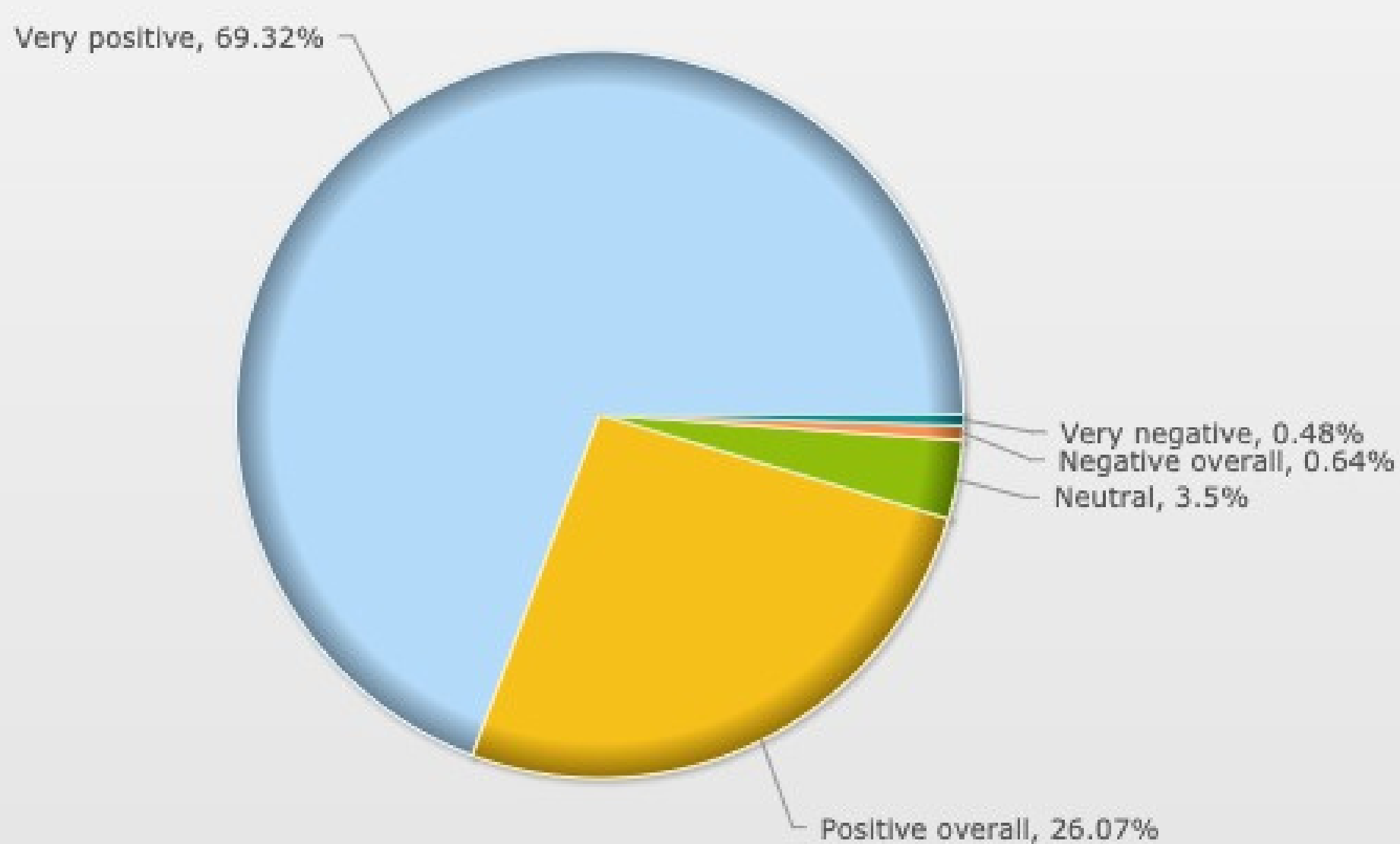
Question 7

Bolton College of Medical Sciences aims to bring together different parts of the Bolton community, including educational and healthcare institutions, local government, aspiring and practising clinical and medical healthcare professionals, local busin...

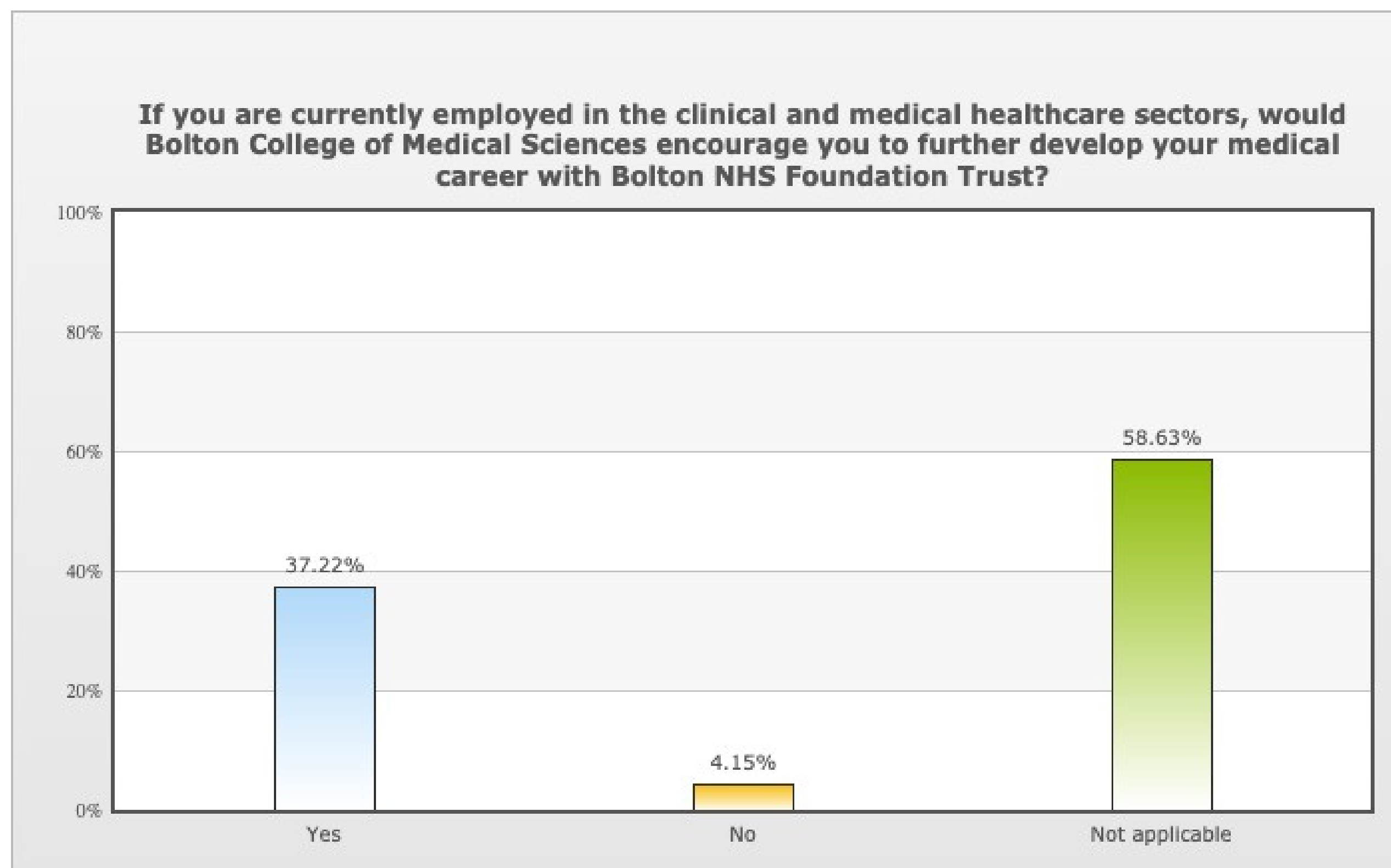


Question 8

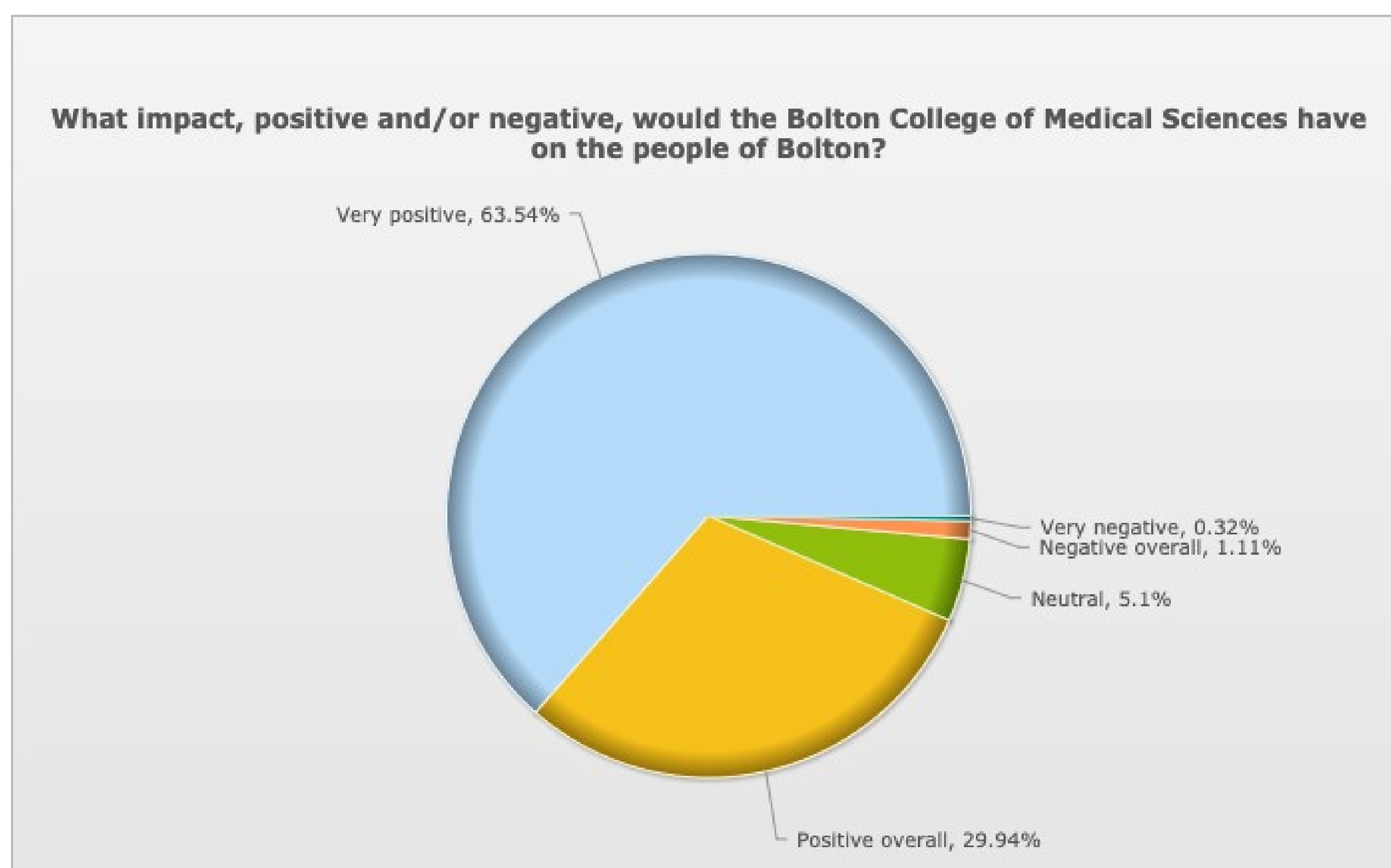
What impact do you believe Bolton College of Medical Sciences will have on education provision for the people of Bolton?



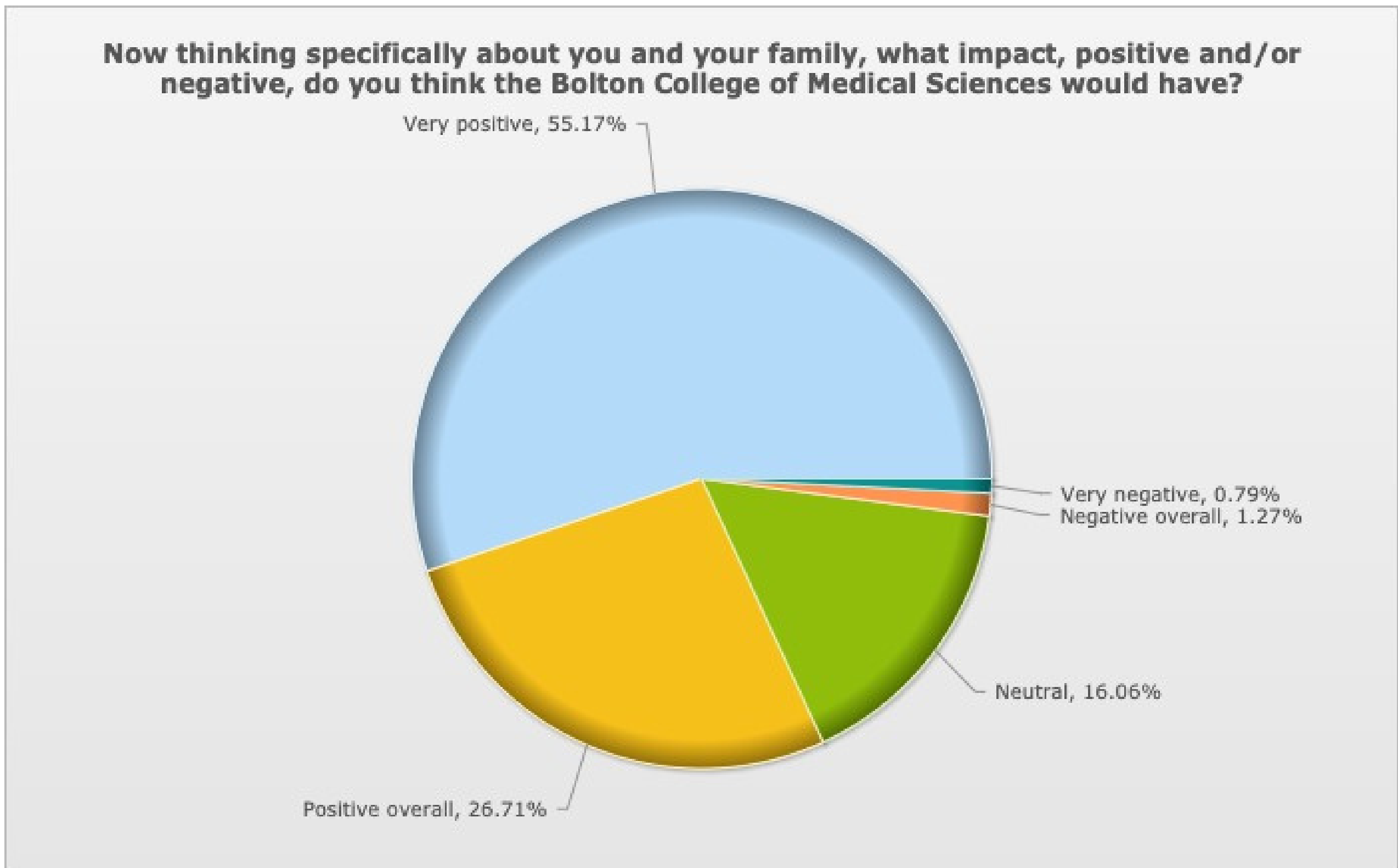
Question 9



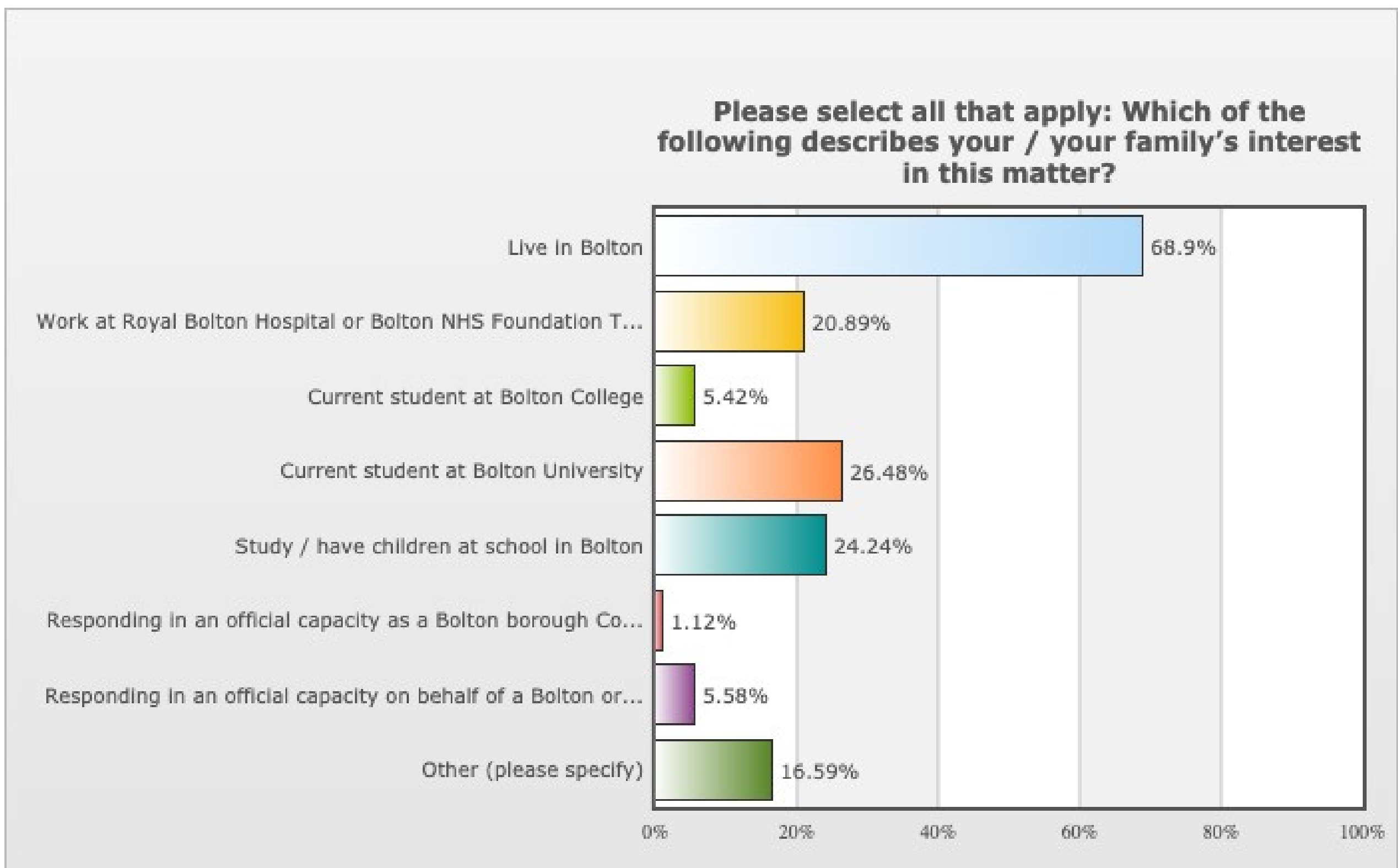
Question 10



Question 11



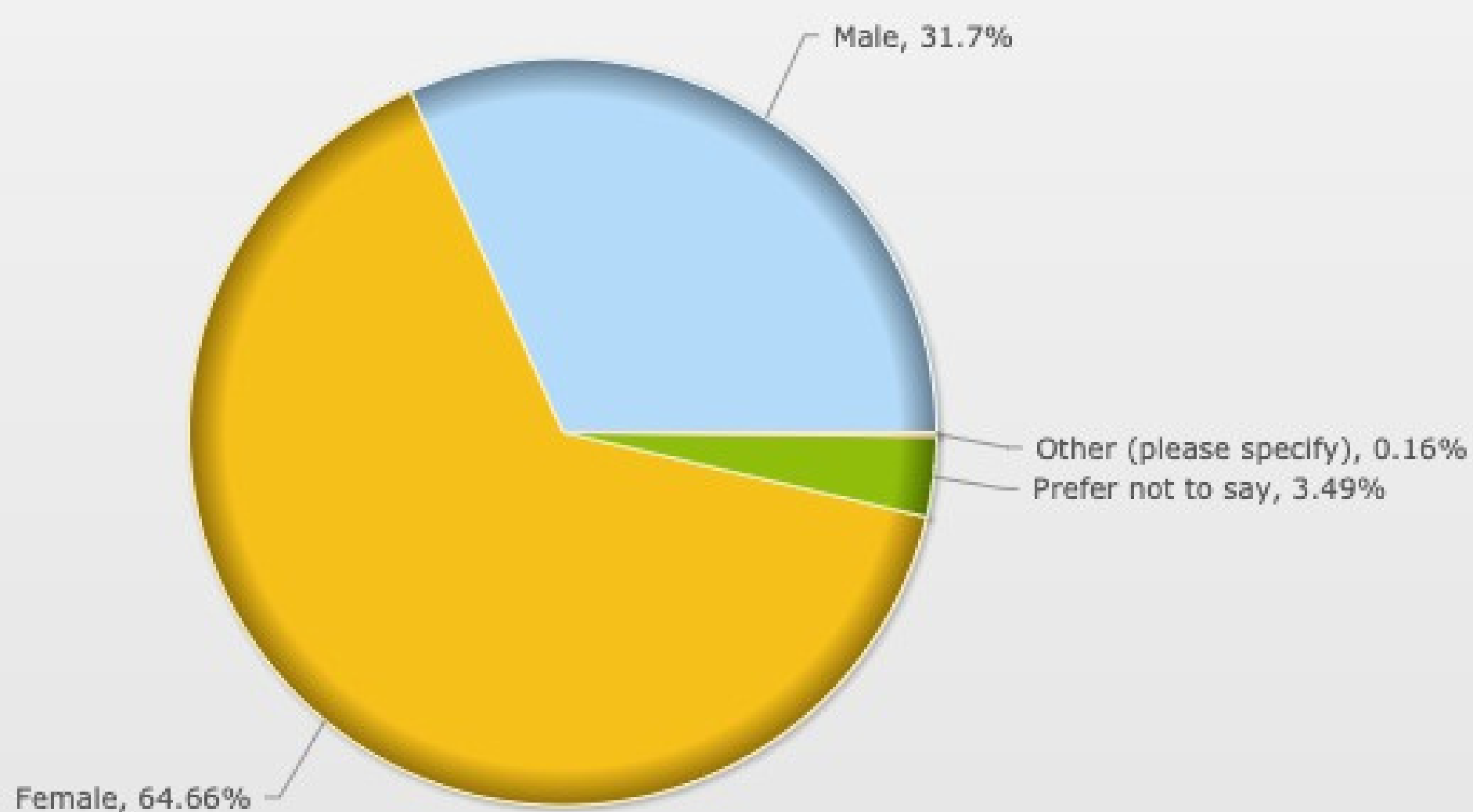
Question 12



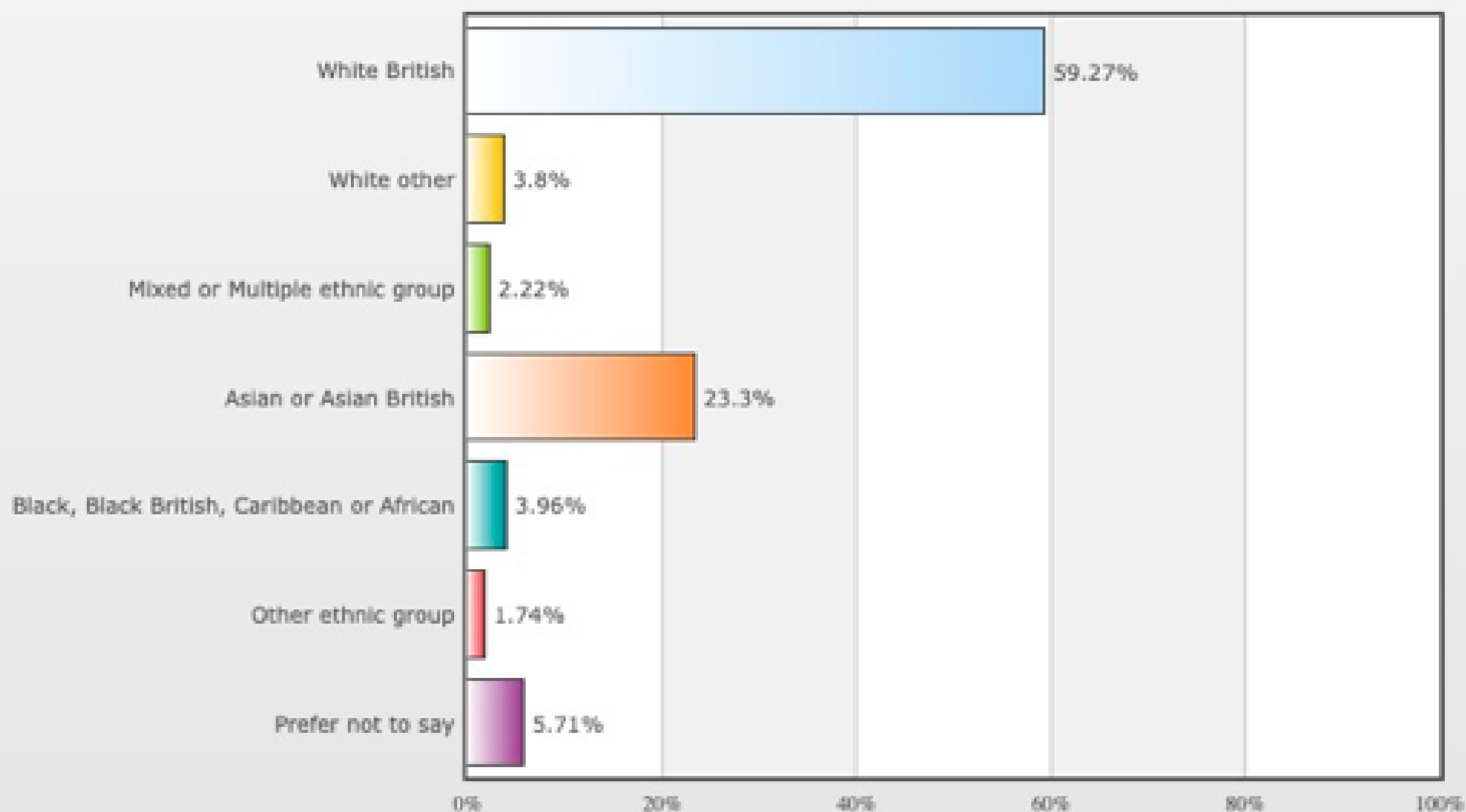
Appendix 3

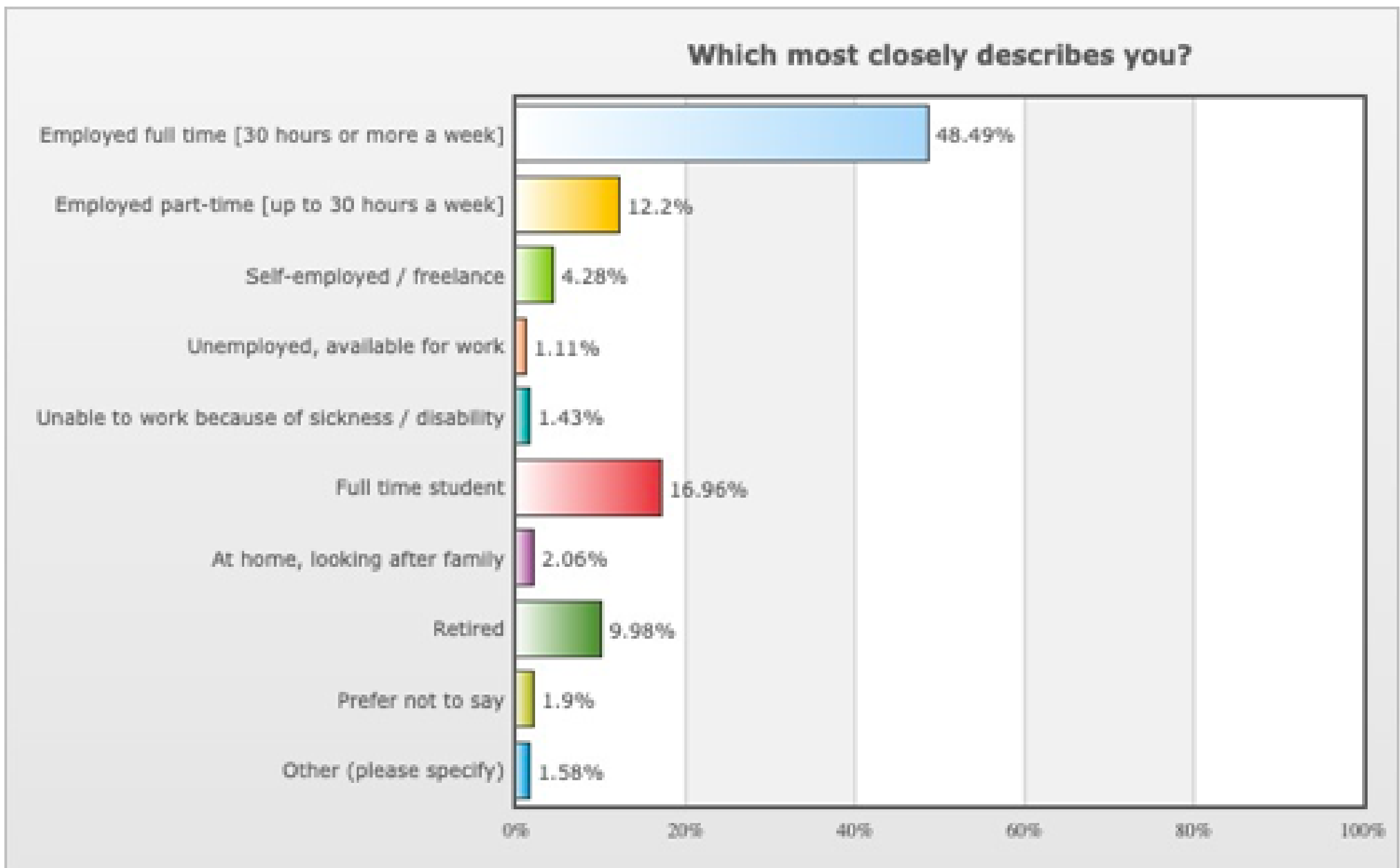
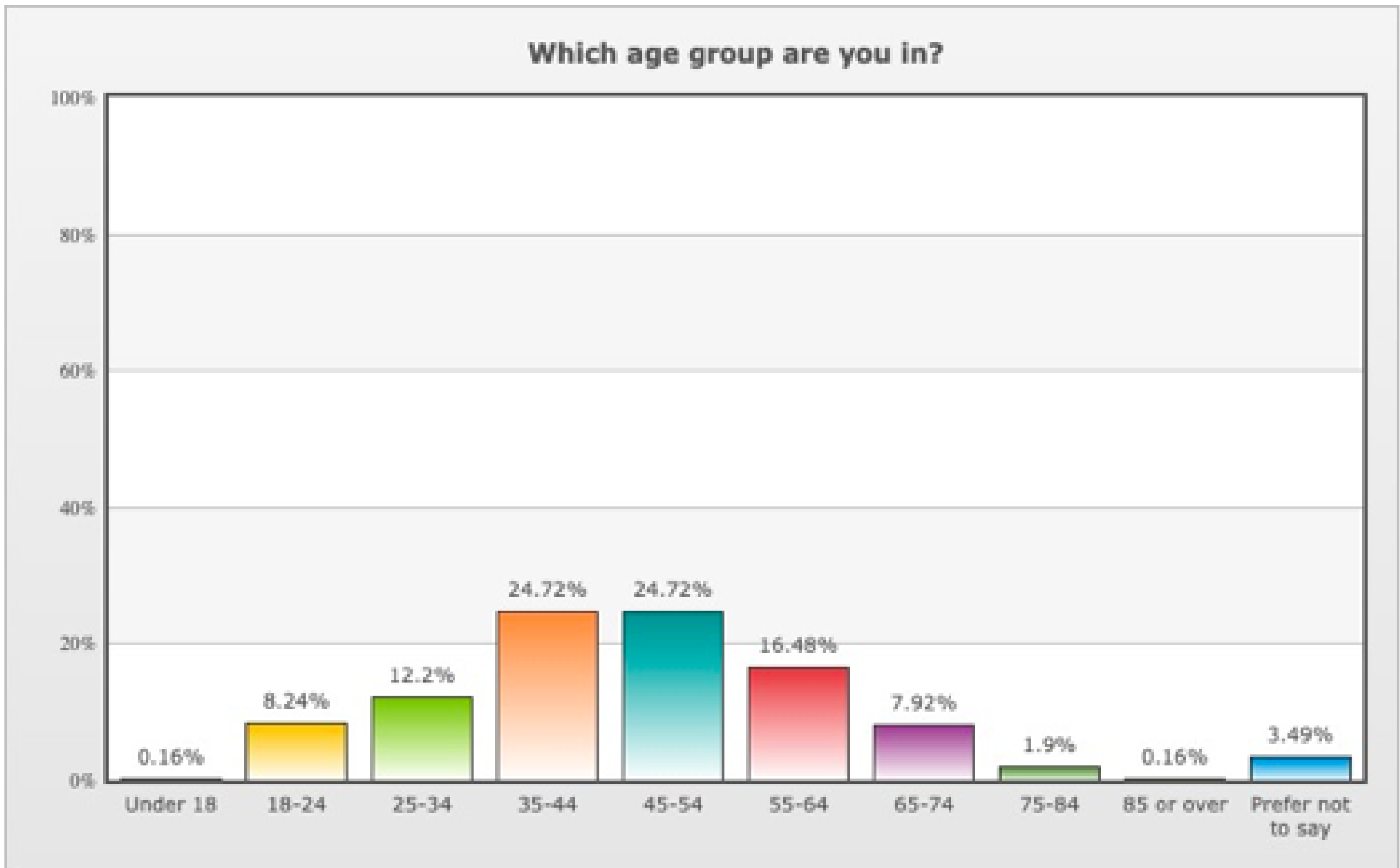
Graphed diversity, equality and inclusion results

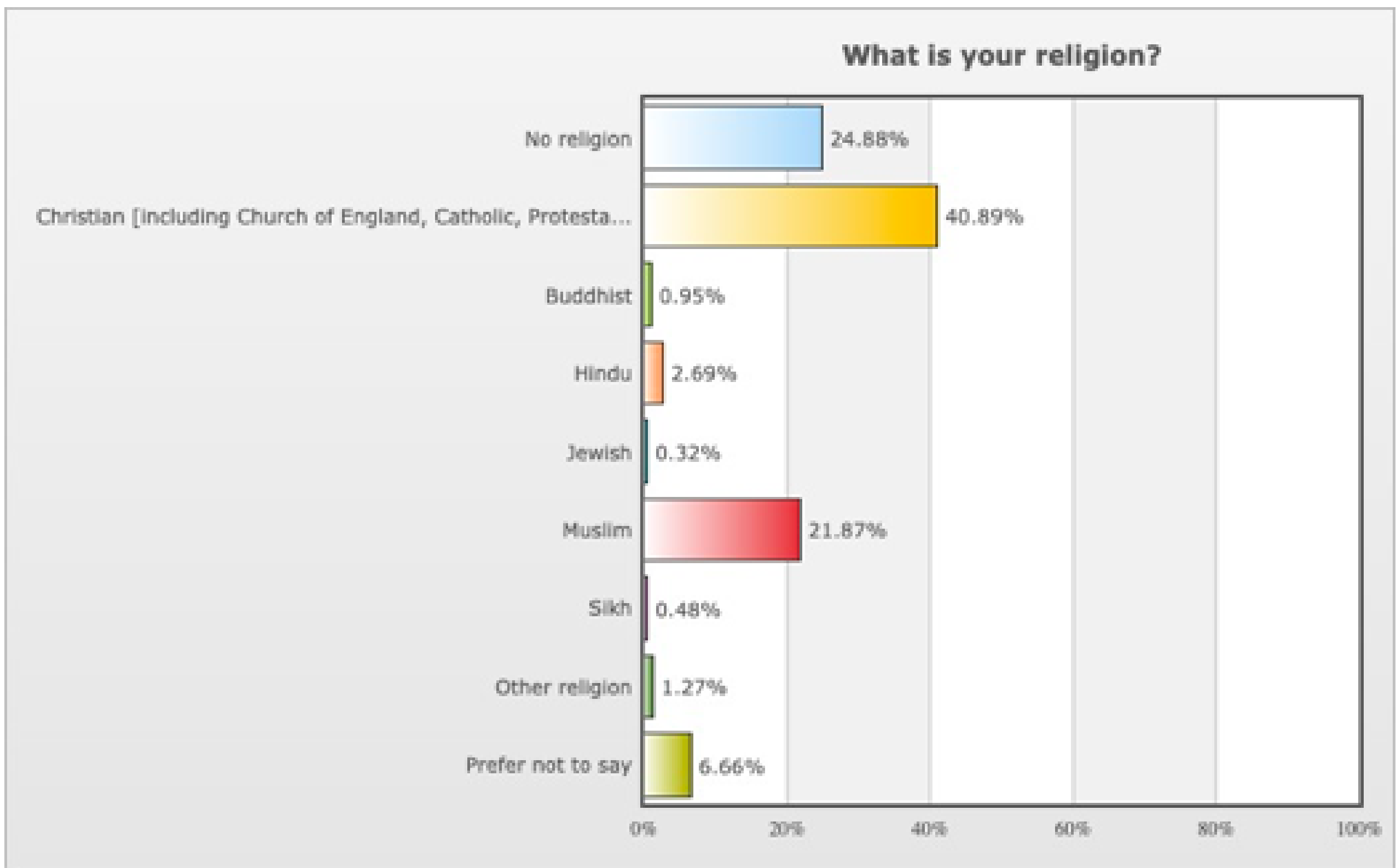
Are you ...? If you prefer to self-define your gender, please select other and enter details below.



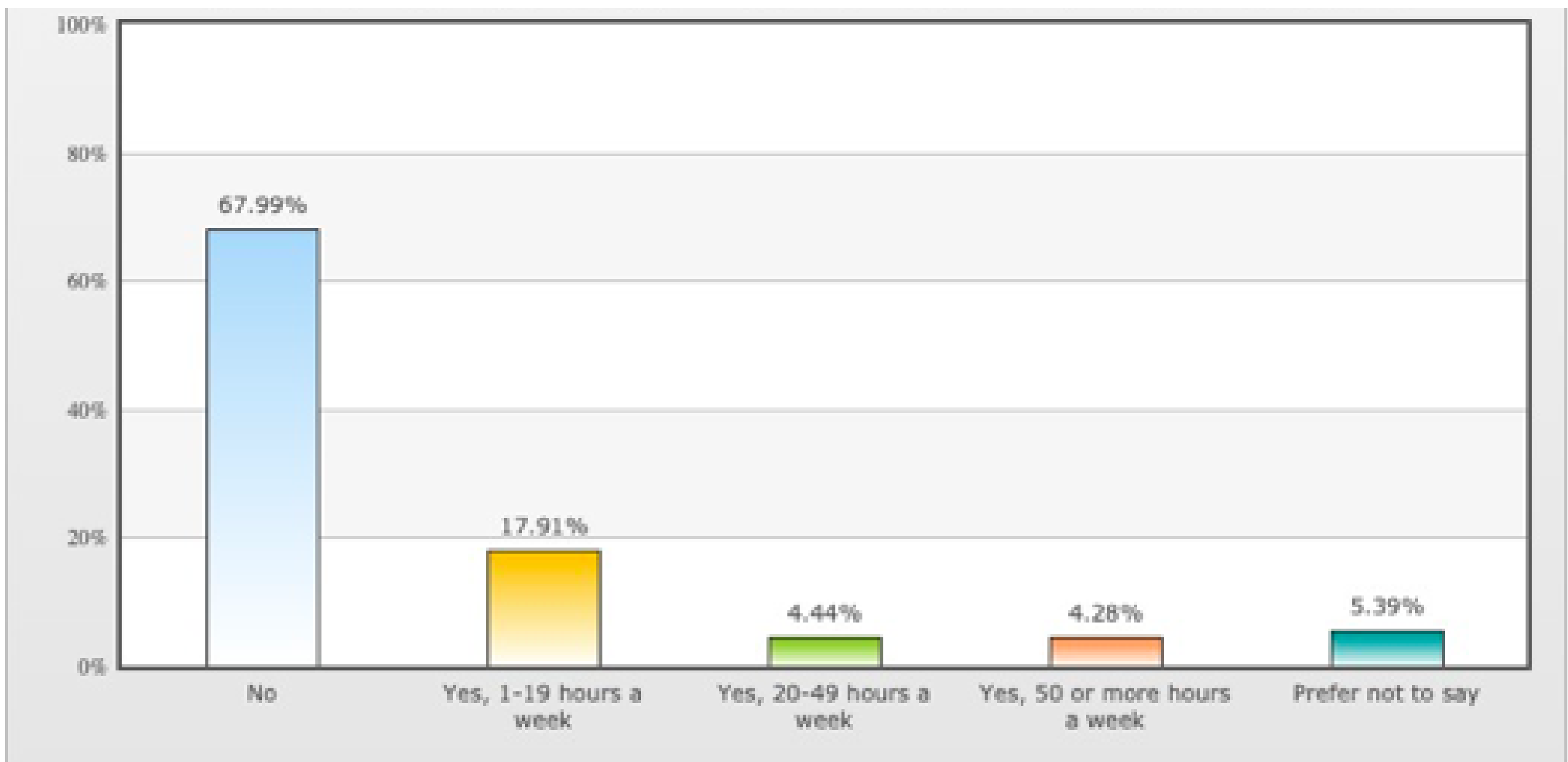
What is your ethnic group?







Do you look after, or give any help or support to family members, friends, neighbours or others because of either long-term physical or mental ill-health / disability, or problems relating to old age? Please don't count anything you do as part of your paid employment.



Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

