

## **Marketing and Advertising Exemption Request Form**

Please read the **Guidance on Actions and Processes (Advertising and Marketing)** before completing this form

Completed forms should be sent to  
commscontrolpanel@dh.gsi.gov.uk

### **1. Key information**

<b>Organisation proposing activity</b>	<i>Departmental of Health</i>
<b>Project name</b>	<i>Morecambe Bay Investigation</i>
<b>Departmental Director of Communication</b>	<i>Sam Lister</i>
<b>Date decision needed</b>	<i>ASAP</i>
<b>Endorsed by</b>	<i>Oonagh McIntosh, Secretary to the Morecambe Bay Investigation</i>

### **2. Which exemption category do you think your activity falls under?**

	<b>Mark box</b>
1. where government has a legal duty to provide people with information, such as changes to legislation or public services	
2. where marketing and advertising is critical to the effective running of the Government	X
3. where there is robust evidence that marketing and advertising delivers measurable outcomes that meet government objectives	

### **3. Explain why you think your activity falls under one of the above exemption criteria**

It is critical to the effective conduct of the Investigation that evidence is received from a wide variety of sources, including families who may not have to date been in contact with the Investigation.

In order to ensure evidence is received from as many families affected as possible the Investigation intends to run a short programme of notices in local media outlets to draw attention to it's work and encourage families to get in touch.

Failure to ensure a sufficiently wide body of case studies and evidence could render some of the Investigations finding inconclusive.

#### **4. Background and overview**

The Morecambe Bay Investigation was established by the Secretary of State for Health in September 2013 to look independently at the maternity and neonatal services of University Hospitals of Morecambe Bay NHS Foundation Trust (UHMBT) between January 2004 and June 2013.

The investigation has six terms of reference [**ANNEX A**]; the first of which is to review the outcomes for mothers and babies that occurred during this time, including maternal and neonatal deaths that occurred in the Trust and in any other institutions to which patients were transferred.

#### **5. Objectives**

Programme of notices in local printed and online media to:

- outline the Investigation's work to the public;
- encourage anyone with relevant information to get in touch; and
- provide details for how to contact the Investigation.

#### **6. Target audience**

Predominately families affected by events in UHMBT but also anyone else with relevant information, for example previous employees of the Trust.

#### **7. Key activities**

Two week programme of notices in local printed media and their associated online sites.

A half page would be purchased in 4 local newspapers in which the Investigation will run the attached notice [**ANNEX B**]; this would run 6 times across the two weeks in the daily paper and for two consecutive weeks in the weekly's, as well as consistently on their websites.

This exception request also covers provision to run a follow up programme should initial uptake not provide sufficient or a robust enough basis of evidence.

#### **8. Proposed budget, with breakdown by activity**

Maximum £24,000 for two programmes.

Programme consists of:

- Northwest Evening Mail (12,000 copies a day, 6 days a week and online) - **£8403**
- Lancaster Guardian and Morecambe Visitor (12,000 copies, weekly and online) - **£1800** [this covers both titles published by the same company]
- Westmoreland Gazette (65,000 copies, weekly and online) – **£1662**

Single campaign total: £11,865

**9. Timings**

First campaign to run mid-January.

**10. Measurable expected outcomes and how you will evaluate the activity**

- Increase in number of affected families who have provided evidence to the Investigation;
- Increase in traffic to Investigation's .gov website; and
- Increase in volume of correspondence received.

All of these can be tracked to demonstrate impacts, before a decision on running the second campaign is taken.

**11. Describe why the activity should go ahead and how it offers good value for money**

Recognising the tact and sensitivity in which the Investigation's work must be conducted no media or public are allowed to attend meetings or hearings.

The investigation has to date made best use of free media offered by announcements and Press Notices, providing interview opportunities with the Investigation's chairman and proactively handling media enquiries. Now the Investigation is fully underway it has however reached the limit of what can be achieved through those mediums. As such the best means of ensuring evidence is received from a wide variety of source is to run a low value, targeted, programme of notices in the local market.

The titles selected offer the best coverage of the local area. In addition to print, the use of online supports the Investigation's aim of encouraging those who may no longer live in the area to share relevant evidence. These people, for example, families or employees who used to live or work in the area may also have important information they wish to share, but may not have access to the printed media. This therefore sits alongside the Investigations .gov website.

Significant discounts have been agreed, in the region of 30%, for purchasing multiple days space in advance rather than singularly. On that basis a short programme is proposed to offer maximum exposure in the most cost effective means.

**Sent:** 14 January 2014 12:07  
**To:** McIntosh, Oonagh; Bacon, Tom  
**Subject:** Press publishing info.

Good Morning,

I know you wanted a timeline for the press release, which has now been provisionally agreed by the papers as below:

North West Evening Mail.

Printed article dates 15.01.2014, 18.01.2014, 20.01.2014, 22.01.2014, 25.01.2014 and 27.01.2014

Online ad will run 15.01.2014, 16.01.2014, 18.01.2014, 19.01.2014, 21.01.2014, 22.01.2014 23.01.2014, 25.01.2014, 26.01.2014 and 27.01.2014.

Lancaster Guardian

Printed article dates 16.01.2014 and 23.01.2014

Online ad will run for 2 weeks between 16.01.2014 and 29.01.2014

Morecambe Visitor

Printed article dates 21.01.2014 and 28.01.2014

Online ad will run for 2 weeks between 21.01.2014 and 03.02.2014

Westmorland Gazette

Printed article dates 16.01.2014 and 23.01.2014

Online ad will run for 2 weeks between 16.01.2014 and 29.01.2014

This paper has also agreed to publish the ad in their free newspaper for the same duration (south lakes citizen I believe) at no extra cost.

All I am now waiting for is final sign off for the advert which should follow in the next few hours.

Kind regards

## APPEAL FOR FAMILIES AFFECTED TO GET IN TOUCH

The Morecambe Bay Investigation is looking at the standard of care received by mothers and babies in the University Hospitals Morecambe Bay NHS Foundation Trust and in any hospital they were transferred to, between 1 January 2004 and 30 June 2013.

In addition the Investigation is looking at how the Trust handled serious untoward incidents. This may include the deaths of mothers and very young babies as well as other incidents. The Investigation is also reviewing the cases of babies that were injured during childbirth during this period.

If you or your family received care, or started your care, in Furness General Hospital, Royal Lancaster Infirmary, Westmorland General Hospital or any other institutions administered by the Trust and believe you have relevant information please contact the Investigation.

The death of a child or mother, or their injury during childbirth, is a very distressing event in a family's life. If any family would prefer to provide their evidence in private – and remain anonymous – the Investigation will accommodate this.

The Investigation was established by the Secretary of State for Health in September 2013 and is chaired by Dr Bill Kirkup CBE. Based in Preston it is seeking to establish the number of deaths of mothers and babies who were initially admitted into the Trust and the details of those who were transferred to specialist baby units elsewhere in the region. The work of the Investigation also includes establishing the number of stillbirths and injuries at the Trust during the period. It is important that the Investigation writes a meaningful Report which can only be achieved through the co-operation of those affected.

The cases of those families who have already come forward are being independently reviewed.

The Investigation can be contacted by emailing [correspondence@mmbinvestigation.org](mailto:correspondence@mmbinvestigation.org) or by calling 01772 536382 during normal office hours.

# THE MORECAMBE BAY INVESTIGATION

Chaired by Dr Bill Kirkup CBE

### Arrangements for handing calls resulting from the Chairman's open letter in local press.

The Investigation will shortly start receiving calls and correspondence from members of the public regarding the advert recently placed in local press. It is important when dealing with these individuals that the secretariat is sensitive to their needs. It is likely that some of the callers may not have heard of the Investigation's work and may not have spoken about their experiences before. The information they give may or may not be of relevance to the Investigation's work; this will be determined at a later stage. If it is not relevant we will seek to direct them appropriately to an alternative forum to report their concerns.

We may also receive correspondence from current or ex-employees of the Trust who wish to share their experiences.

### Members of the public who call in:

After the caller has been greeted it would be useful to give them a little bit of background to the Investigation. This is not a script but should be used as an aide memoire on the points to cover:

- The Morecambe Bay Investigation is looking independently at the historic maternity and neonatal services in Morecambe Bay NHS Foundation Trust between January 2004 and June 2013.
- The Trust covers Furness General Hospital, Westmorland General Hospital and Royal Lancaster Infirmary.
- The Investigation is also looking at the care received by patients who started their treatment in the Trust and were subsequently moved to another institution.
- The Investigation would like to take some details from you to allow our Chairman and independent Panel to see how your experiences might help support the Investigation's work.
- If your experiences do not fall within the scope of the Investigation we will try to help identify who you should contact.
- To do this we can either send you a short form to complete or we can go through this with you on the phone.
- If now it not a convenient time we are content to arrange for someone to call you back.

If the caller is content to speak now, please complete the Investigation's proforma with them on the phone.

If the caller would prefer to speak at another time please arrange this with them and Tom Bacon.

If the caller would prefer to fill in the proforma themselves please take their contact details and arrange for this to be emailed over from the correspondence mail box.

### Calls / emails from patients concerned about current care.

It is possible expectant mothers or their families may get in touch with the Investigation expressing concerns about their current care. The Investigation is looking at cases between January 2004 and 30 June 2013. Expectant mothers and their families are therefore likely to be out of scope. Of course

previous births may have fallen within the Investigation's timeframe and so the approach outlined above may also be relevant.

If expectant mothers or their families have any concerns about current care then they should first be directed to the labour ward they are due to give birth in. The wards are aware of the Investigation's notice and are ready to respond to these queries. Their contact details are:

Royal Lancaster Infirmary, labour ward:	01524 583850
Furness General Hospital, labour ward:	01229 403609
Helme Chase, Westmorland General Hospital, labour ward:	01539 795379

**Correspondence by email:**

Individuals may choose to email the Investigation. The approach should still be to incorporate their information into the proforma, however some of the details may have already been supplied in the original message.

After an email has been received as much detail as is available should be populated into the proforma (for example name, contact details and any details about their experiences).

Once this is complete please send this form back to the individual with the following message. As appropriate this message may need updating. The Investigation should avoid sending a generic message which does not correspond to the message originally received.

Dear >Name<,

Thank you for getting in touch with the Morecambe Bay Investigation. In order to pass your information onto the Investigation's Chairman and independent Panel I have started to complete the attached proforma for you with the information you have already provided sent in. Can I ask you to please check the proforma, fill in any missing details and add any additional information you think may be relevant.

This information will be dealt with in the strictest confidence. If you would prefer, we can also arrange for you to discuss your experiences with a member of the secretariat. Please let me know when might be a convenient time for a member of the secretariat to call you.

After this form is complete your information will be shared with the Investigation's Panel. A member of the secretariat will get back in touch with you after they have considered your experiences and you may be invited to speak directly with the Panel at a future meeting.

I look forward to hearing from you soon.

Kind regards,

NAME

### Background / Questions and Answers:

Individuals may ask a number of questions about the Investigation's work and/or current care provision in the Trust. The following provide some answers to these questions. This list is by no means exhaustive. If you are unsure of how to respond please take down the question and inform the individual that a member of the secretariat will get in touch with them with an answer very soon. Please ensure we have their contact details.

#### **What is the Investigation about?**

The Investigation will look into the management, delivery and outcomes of care provided by the maternity and neonatal services of University Hospitals of Morecambe Bay NHS Foundation Trust during the period January 2004 to June 2013. It will make findings as to the adequacy of the actions taken at the time by the Trust to mitigate concerns over safety as well as assess the Trust's ability to discharge its duties in delivering maternity services. It will make recommendations on the lessons to be learned for both the Trust and the wider NHS to secure the delivery of high quality care.

#### **Who are the expert panel?**

The Investigation has a panel of expert advisors covering ethics, nursing, midwifery, governance and obstetric care and paediatrics. These are:

- Professor Jonathan Montgomery, Chair of the Health Research Authority and the Nuffield Council on Bioethics and Professor of Health Care Law at the University of Southampton will advise me on ethical issues;
- Geraldine Walters, Director of Nursing at Kings College Hospital will provide expert advice on nursing matters;
- Julian Brookes who will advise me on clinical governance matters;
- Jacqui Featherstone, Head of Midwifery at The Princess Alexandra Hospital in Harlow will advise on midwifery matters;
- Stewart Forsyth, a former consultant paediatrician is the expert advisor on Paediatrics; and
- Dr Catherine Calderwood, National Clinical Director for Maternity and Women's Health at NHS England, who will advise me on obstetrics.



**How can you guarantee the panel will be independent?**

The Investigation has a strong panel of senior advisors, each with professional standing in their field. When they committed to join the Investigation they did so on the understanding their work would be independent and if there were any conflicts of interest these would have been declared from the outset.

**What will you do with my information?**

Your information will be dealt with in the strictest confidence. We will ask you to complete a form outlining your experiences and establishing how the Investigation can get in touch with you. This information will then be shared with the expert Panel who will decide whether they consider it is within the scope of the Investigation's work. If it does you may be invited to share your experiences with the Panel face to face.

**When will I hear back from you?**

It may take a few of weeks for the Investigation to get back in touch with you. Please be assured you will hear from us as soon as possible.

**I'm currently pregnant or recently had a baby at the Trust, does this Investigation affect me?**

The Investigation has been set up to examine the historic standard of care received by mothers and babies between 1 January 2004 and 30 June 2013 in the maternity and neonatal service at the University Hospitals Morecambe Bay NHS Foundation Trust (UMBHT) and in any hospital they were transferred to in that time. It is unlikely that the care you are receiving will fall into the scope of the Investigation as it is likely to be outside the timescale.

If however, you have had a previous pregnancy or a baby born at any time between 1 January 2004 and 30 June 2013 and the standard of maternity or neonatal care received was unsatisfactory then your experience may be of relevance to the Investigations work.

**Is the Trust a safe place for me and my baby?**

The Trust helps many thousands of women deliver their babies safely each year and they continue to make changes to their maternity services to make it even safer. If you have any concerns you should contact your labour ward.

**Who can I speak to if I have questions about the care I am receiving?**

If you have any questions about the care you are receiving, please contact the maternity unit at your local hospital, where staff are available to answer your questions. The contact details are:

**Royal Lancaster Infirmary:**

**01524 583850**

**Furness General Hospital:**

**01229 403609**

**Helme Chase, Westmorland General Hospital:**

**01539 795379**

# THE MORECAMBE BAY INVESTIGATION

Chaired by Dr Bill Kirkup CBE

Please complete this proforma to provide further information to the Investigation.

Full Name -----

Address -----  
-----  
-----

Daytime telephone number ----- Email address -----

Preferred method of contact -----

Name of patient ----- Your relationship to patient -----

Date incident occurred -----

Name of the hospital at which the incident occurred -----

Name of the hospital department in which the incident occurred -----

Did the hospital consider the incident as a 'serious untoward incident'? (please tick the appropriate box)

YES

NO

NOT KNOWN

Please provide a brief description of the incident -----  
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-----  
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Have you taken any action following the incident? If yes, please provide brief details below. -----  
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Do you have any suggestions in which the care at the Trust could be improved? If yes, please provide brief details below. -----  
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Please return the completed proforma to the Morecambe Bay Investigation at the following address:

Morecambe Bay Investigation, 3<sup>rd</sup> Floor, Park Hotel, East Cliff Complex, Preston, PR1 3EA

Email: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)

*Independent investigation into the management, delivery and outcomes of care provided by the Maternity and Neonatal services of University Hospitals of Morecambe Bay Trust from January 2004 – June 2013*

# THE MORECAMBE BAY INVESTIGATION

Chaired by Dr Bill Kirkup CBE

## EVIDENCE TO THE MORECAMBE BAY INVESTIGATION – ANONIMITY

Please complete this proforma in full and return to the Investigation.

I am content for my name to be referred to in the Investigation's Report, should the Investigation Panel consider that to be appropriate.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
I would prefer for my name to remain anonymous and to be allocated a cypher and referred to as, for example, Family A, Family B.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
I am content for the name of my child to be referred to in the Investigation's Report, should the Investigation Panel consider that to be appropriate.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
I would prefer for my child's name to remain anonymous and to be allocated a cypher and referred to as, for example, Child A, Child B.	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Signature .....

Name (capitals) .....

Date .....

Please return your completed proforma by Wednesday 28 January to the following address:

Morecambe Bay Investigation, 3<sup>rd</sup> Floor, Park Hotel, East Cliff, Preston, PR1 3EA

Email: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)

**THE MORECAMBE BAY INVESTIGATION**

Good Afternoon,

Thank you for contacting the Morecambe Bay Investigation. Please find below and attached information for you to consider and return.

In order to pass your information onto the Investigation's Chairman and independent Panel I have started to complete the attached proforma for you, with the information you have provided. Can I ask you to please check the proforma, fill in any missing details and add any additional information you think may be relevant.

This information will be dealt with in the strictest confidence and we will of course be happy to provide privacy and anonymity to anyone who wishes to provide evidence in this way.

After this form is complete your information will be shared with the Investigation's Panel. A member of the secretariat will get back in touch with you after they have considered your experiences and you may be invited to speak directly with the panel at a future meeting.

I look forward to hearing from you soon

Kind regards

SECRETARIAT TO THE INVESTIGATION  
CHAIRMAN

# THE MORECAMBE BAY INVESTIGATION

Chaired by Dr Bill Kirkup CBE

3<sup>rd</sup> Floor  
Park Hotel  
East Cliff Complex  
Preston  
PR1 3EA

T: 01772 536376  
E: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)

**PRIVATE AND CONFIDENTIAL**

Name and address

XXXX 2014

Dear

## **Information shared with the Investigation**

Thank you for contacting the Investigation and for completing a proforma detailing the incident.

The Investigation's terms of reference form the guiding principles for its work. All of the evidence it receives must be considered against the terms of reference to determine its pertinence. The Investigation is extremely grateful for your contribution. Having considered the information you have supplied the Investigation concludes your case [is / may be] within its remit.

The Investigation's Panel of expert advisors will now review your case in more detail. After this review is complete the Investigation may contact you again to request additional information however it is not expected you will be asked to provide oral evidence to the Panel.

Additionally the Investigation may ask the Trust for information related to the care you received. As a result the Trust may request your permission to supply medical information to the Investigation.

Or

Because your case relates to an Incident rather than standards of care in maternity and neonatal services the Investigation intends to include your case in its review of the way the Trust responded to Incidents during the period the Investigation's terms of reference cover.

The Investigation commits to keep you informed of when its Report has been submitted to the Secretary of State for Health. You can also follow the Investigation's progress through the Investigation's website [www.gov.uk/government/organisations/morecambe-bay-investigation](http://www.gov.uk/government/organisations/morecambe-bay-investigation).

Once again thank you for getting in touch and providing the Investigation with details of your case.

Yours sincerely,

**OONAGH MCINTOSH**  
**SECRETARY TO THE INVESTIGATION**

*Independent investigation into the management, delivery and outcomes of care provided by the Maternity and Neonatal services of University Hospitals of Morecambe Bay Trust from January 2004 – June 2013*

# THE MORECAMBE BAY INVESTIGATION

Chaired by Dr Bill Kirkup CBE

3<sup>rd</sup> Floor  
Park Hotel  
East Cliff Complex  
Preston  
PR1 3EA

T: 01772 536376  
E:correspondence@mbinvestigation.org

## **PRIVATE AND CONFIDENTIAL**

Name and address

XXXX 2014

Dear

### **Information shared with the Investigation**

Thank you for contacting the Investigation / and for completing a proforma detailing the incident.

The Investigation's terms of reference form the guiding principles for its work. All of the evidence it receives must be considered against the terms of reference to determine its pertinence. The Investigation is extremely grateful for your contribution, however having considered the information you have supplied the Investigation does not consider your case to be within its remit. The information cannot therefore be considered by the Investigation's Panel.

The sensitive nature of the information you have supplied means the Investigation is unable to forward it for the attention of any other organisation. You have stated in your proforma you have already reported the incident / your concerns to XX. You might wish to consider contacting XX about your concerns and their details are supplied below should you wish to do so.

Or/ You have stated in your proforma that you have not reported the incident or your concerns to any other organisation. The Investigation suggests that, in the first instance, you report your complaint to the University Hospitals of Morecambe Bay NHS Foundation Trust. If you felt unable to report your concerns to the Trust you could alternatively contact (please amend as necessary)...

- There is a Patient Advice and Liaison Service in all hospitals that can offer information on where/who to direct your complaint to and who should deal with it, this service should also help you understand the complaints process and offer support. The Citizens Advice Bureau can also be a source of useful information and the Public Law Project website provides guidance on making a complaint.
- NHS England and/or the local Clinical Commissioning Group are the organisations that commission health services. If you are who you are not satisfied with the services being provided you can advise them of your concerns.
- An option to consider if you are not happy with a hospitals response would be to refer your case to the Paliamentary Health Service Ombudsman who offer a resolution centre that is independent of

Government and the NHS. All complaints that are sent to the Ombudsman must be provided in writing or by using their complaints form that can be downloaded from their website. The Ombudsman will only get involved once you have given the hospital the opportunity to respond to your concerns. You should expect to receive a final response from the Hospital before referring to the Ombudsman. For more specific guidance please refer to the Ombudsman website.

- Complaints should generally be registered straight away and normally be referred to the Parliamentary Health Service Ombudsman within 12 months of the incident occurring, these are the same guidelines as the NHS complaints procedure (however timescales can be extended dependant on the circumstances)
- The Care Quality Commission has been established to make sure hospitals, care homes, dental and GP surgeries, and all other care services in England provide people with safe, effective, compassionate and high-quality care, and they encourage them to make improvements. The Commission will not investigate your individual complaint, but have an overarching role to assess if there are trends emerging that they consider need further, system-wide investigation.

Below are the websites referred to above:

<http://www.ombudsman.org.uk/make-a-complaint/how-to-complain>

<http://www.nhs.uk/choiceintheNHS/Yourchoices/hospitalchoice/Pages/Hospitalcomplaints.aspx>

<http://www.cqc.org.uk/>

<http://www.publiclawproject.org.uk/resources/5/making-an-effective-complaint-to-a-public-body>

[DN: this section needs to be amended as appropriate to the original message]

DETAILS OF ALTERNATIVE ORGANISATION/S AS APPROPRIATE

Yours sincerely,

**Oonagh McIntosh**  
Secretary to the Investigation



Subject: The Morecambe Bay Investigation: Confirmation of Panel Meeting Date

Date: Tue, 19 Nov 2013 15:59:38 +0000

**Message from the Secretary to the Investigation, Oonagh McIntosh**

When the Investigation Chairman, Dr Bill Kirkup, announced the Method Statement on 1 November he indicated his intention to hold the first meeting of the Investigation Panel later this month.

The Panel Meeting will take place on Thursday 28 November at The Conference Room, Ground Floor, Park Hotel, East Cliff, Preston, PR1 3JT. Park Hotel is a building managed by Lancashire County Council and is a five minute walk from Preston Railway Station. There is a large car park at the Fishergate Shopping Centre that is within easy walking distance of the venue.

The meeting will commence at 11.00am and after introductory comments from the Chairman he would like to invite you to share your experience at the maternity and neonatal care at the University Hospitals Morecambe Bay NHS Foundation Trust, with his fellow expert advisors. Your contribution will form the initial oral evidence that the Panel will hear.

On this occasion, as you will be providing the expert panel with evidence about your experience, a sandwich lunch will be provided at approximately 12.30pm.

The Panel Meeting will resume at approximately 1.15pm and will conclude no later than 3.30pm.

You will appreciate that the Investigation will need to make practical arrangements to ensure that the Panel Meeting runs as smoothly as possible and it would therefore be helpful to know by Friday 22 November if you are attending the meeting or sending a relative to the Meeting in your place. If you are sending a representative in your place on 28 November, it is important that their name, and their relationship to you, is provided in advance. The Investigation can only permit family representatives to attend the Panel Meetings and oral hearings.

Should you have any special dietary requirements it would be extremely helpful if these could be clearly stated when you advise about your attendance. It would be helpful if you would respond to this invitation via the Investigation's email address:  
[correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org).

I hope it is also helpful for you to know that the next Panel meeting is expected to take place on 11 December. Details of that meeting will be confirmed as soon as possible and posted onto the Investigation website.

In addition to oral hearings sessions, the Investigation is making arrangements for Panel Meetings in 2014. Again, as soon as the dates are confirmed these will be posted onto the Investigation website but it may be helpful for you to know that the Panel Meetings are

expected to take place on the second Wednesday or Thursday each month from January to July 2014.

If you have any queries regarding the contents of this letter please do not hesitate to contact the Investigation via e-mail or by telephone on 01772 536376.

Yours sincerely

**OONAGH McINTOSH**  
**SECRETARY TO THE INVESTIGATION**

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On 10 Jan 2014, at 14:45, "Correspondence MB" <[correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)> wrote:

**THE MESSAGE BELOW IS FROM OONAGH McINTOSH, SECRETARY TO THE INVESTIGATION:**

I am writing to let you know the arrangements for the next Panel Meeting on Wednesday 15 January. Following a discussion at the last meeting, the Chairman and Panel are holding the next meeting at University Hospitals of Morecambe Bay NHS Foundation Trust, in Royal Lancaster Infirmary as a matter of convenience.

The Panel Meeting will commence at 11.00am but will be shorter than usual. The Panel will then pay an informal visit to the maternity and neonatal units at Royal Lancaster Infirmary. After that the Panel will divide into two smaller groups. The first of these groups will travel to Furness General Hospital to see the maternity and neonatal units there, while the second will travel to Westmorland General Hospital for an informal meeting with some of the Trust's Executive Team. These visits are about setting into context the evidence the Panel is hearing. The visits to the maternity and neonatal units will assist the Panel's understanding of their layout as well as how services are currently delivered. The meeting with some of the Trust's Executive Team will help the Panel to establish how governance procedures are operated and what the involvement of non-executive directors is. These informal visits are not part of the Investigation's formal evidence gathering process.

Families are welcome to attend the Panel Meeting that begins at 11.00am. To ensure the least possible disruption to the maternity units at both hospitals, the visits will be conducted by the Panel only.

Please reply by 4.00pm on Monday 13 January if you wish to attend the Panel Meeting.

I hope this is helpful.

# **THE MORECAMBE BAY INVESTIGATION**

MBIPM 2.8

Chaired by Dr Bill Kirkup CBE

3<sup>rd</sup> Floor  
Park Hotel  
East Cliff Complex  
Preston  
PR1 3EA

T: 01772 536376  
E: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)

Ms

07/02/2014

Dear Ms

## **Request for Information**

Thank you for contacting the Investigation.

To help the Investigation understand whether the information you wish to provide is within the Investigation's terms of reference, will you complete the attached proforma with the basic details of the incident and provide the names of the patient or (patients) involved. Once completed, please send the proforma to us in the enclosed stamped addressed envelope, along with a copy of any information you may feel is relevant.

As discussed on the telephone, due to the fact that you have a current legal case we recommend you check with your lawyer before completing the enclosed proforma. If they are happy for you to contribute to the Investigation we would be happy to receive evidence relating to your case.

Once the Investigation has had the opportunity to consider the detail you provide, in relation to the Investigation's terms of reference, you will be contacted, by your preferred means of communication, and informed of the next steps.

If you have any queries relating to the completion of the proforma or the information requested, please contact the Investigation at the address above.

Yours sincerely,

**Oonagh McIntosh**  
Secretary to the Investigation

**MESSAGE FROM THE INVESTIGATION'S CHAIRMAN, BILL KIRKUP**

10 March 2014

**VIA E-MAIL**

**THE MORECAMBE BAY INVESTIGATION**

**UPDATE ON PROGRESS WITH THE EVIDENCE GATHERING PROCESS**

Since the Investigation was established I have been committed to keeping you updated on progress and to ensuring that families remain informed and have access directly to me.

Over the last couple of months I have been working with the Panel members to agree how the Investigation should structure the work programme to ensure we address all of the terms of reference and answer the questions families have asked.

The Investigation Panel have been working hard to identify which organisations it needed to obtain evidence from, securing that evidence and starting the process of reviewing it in detail to identify who we would need to interview. From this we have compiled a list of individuals to interview.

You will also have seen the notice placed in local newspapers to encourage any other family who wished to come forward to do so and I can report that there has been a positive response.

As the Investigation is moving to its next phase, the interview programme, I would welcome the opportunity to meet you to explain how I propose to address this important stage of our work. It will also provide an opportunity for some of the families who responded to the notice to meet.

I would like to make this an opportunity for you to give me your views and to ask any questions you have about the work of the Investigation.

I have asked Oonagh McIntosh, the Investigation's Secretary, to make the necessary arrangements for a meeting in Barrow-in-Furness one evening in week commencing 24 March and she will share the details with you as soon as possible.

In the meantime it would be helpful to know if you would like to take up the offer of a meeting as this will help Oonagh identify a suitable venue.

I look forward to meeting you again very soon.

Yours sincerely,

**BILL KIRKUP**  
**CHAIRMAN TO THE INVESTIGATION**

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**MESSAGE FROM THE SECRETARY TO THE INVESTIGATION, OONAGH MCINTOSH**

**14 March 2014**

**VIA E-MAIL**

**THE MORECAMBE BAY INVESTIGATION**

**A MEETING WITH THE INVESTIGATION CHAIRMAN, DR BILL KIRKUP**

You received an e-mail from Dr Bill Kirkup, the Investigation Chairman, on 10 March, about a meeting with him, to be arranged for an evening in week commencing 24 March. Dr Kirkup wants the opportunity to explain to you how he proposes to address the next stage of the Investigation's evidence gathering process.

Thank you to those who have already responded to Dr Kirkup's e-mail.

This e-mail is to confirm that the meeting will take place at **7.00pm on Monday 24 March at the Abbey House Hotel, Abbey Road, Barrow in Furness**. Tea and coffee will be available from 6.30pm onwards.

Hopefully, knowing the date of the meeting with Dr Kirkup will help with your planning. It would also help the Investigation to make appropriate arrangements, if those who wish to attend the meeting on Monday 24 March would let the Investigation know as soon as possible.

If you have any questions about the meeting please do not hesitate to contact me to discuss them. My telephone number at the Investigation office in Preston is 01772 536381.

I hope this is helpful and I look forward to seeing you on Monday 24 March.

**Oonagh McIntosh**

**Secretary to the Investigation.**

# **THE MORECAMBE BAY INVESTIGATION**

**Chaired by Dr Bill Kirkup CBE**

**THE MORECAMBE BAY INVESTIGATION**

**MEETING WITH THE FAMILIES**

**7.00pm, MONDAY 24 MARCH, 2014**

**ABBEY HOUSE HOTEL, ABBEY ROAD, BARROW IN FURNESS**

## **AGENDA**

**Welcome and introductions**

**Purpose of the meeting**

**Background and progress to date**

**Current work**

**Future work programme**

**Timeline**

**Question and answers**



**Example email to all families 25 March 2014 incl Press Notice Regarding the Investigation Timeline**

As you know the Investigation Chairman, Dr Bill Kirkup, met a number of families last night. A summary of the key points of that meeting will be posted onto the Investigation website. In yesterday's meeting the Chairman explained that there will be a short extension to the Investigation timeline. The attached Press Notice will be posted onto the Investigation's website later this morning and is being shared with you ahead of publication.

Kind regards,

**Tom Bacon**  
Deputy Secretary, Morecambe Bay Investigation  
Third Floor - Park Hotel, East Cliff, Preston, PR1 3EA (for satellite navigation systems please use PR1 3JT)  
E: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org) | T: 01772 536376

# **THE MORECAMBE BAY INVESTIGATION**

Chaired by Dr Bill Kirkup CBE

## **PRESS NOTICE**

When the Secretary of State for Health announced the terms of reference for the Morecambe Bay Investigation in September 2013, its Chairman, Dr Bill Kirkup, was asked to produce his Report in July 2014.

The Investigation has identified over 20 organisations holding material that is relevant to its terms of reference. The Chairman and his Panel of expert advisors are currently reviewing the significant volume of evidence submitted and further evidence will be delivered in the coming weeks.

The Secretary of State recognises that, due to the significant volume of material the Investigation has received, a short extension to the timeline will enable the Chairman and Panel to review all of the evidence and address the terms of reference. He has therefore agreed that Dr Kirkup should submit his Report in the Autumn.

The Investigation is compiling a list of potential interviewees and when details of the Investigation's interview programme are confirmed, they will be published on its website.

### **Notes to Editors**

1. The Investigation can be contacted by emailing [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org) or calling 01772 536376
2. The Investigation's website can be found at <https://www.gov.uk/government/organisations/morecambe-bay-investigation>

The Morecambe Bay Investigation will commence the interview programme on Friday 2 May when the Chairman will interview John Woodcock MP (MP for Barrow and Furness) at 1.45pm in the Garden Lodge, Clarence House Hotel, Dalton-in-Furness, LA15 8BQ.

Confirmation of the interview will be posted onto the Investigation's website on Monday 28 April.

The Investigation hopes that arranging the interview in the local area will be of some help to those family members who may wish to attend.

The Chairman has agreed that all interviewees can be accompanied by a relative, friend or colleague at the interview but that person will not be allowed to participate in the interview. Other than that, only family members can observe the interviews and the Investigation has a responsibility to ensure that appropriate arrangements are put in place to facilitate this. Should you wish to attend the interview you are asked to provide your name to the Investigation by midday on Thursday 1 May. If you wish to send a relative in your place his/her name and their relationship to you, should also be provided to the Investigation.

The Investigation will be unable to admit anyone to the interview whose name has not been provided in advance.

As the Investigation Chairman, Dr Kirkup, explained when he met the families in Barrow on 24 March, everyone attending the interviews will be required to leave any electronic recording device they may have with them, including their mobile telephone, tablet and/or laptop computer, outside the interview room. The Secretariat will put in place arrangements to ensure that your property is held securely whilst you are observing the interview and it will be returned to you as soon as you leave the interview room. I hope you find it helpful to know this in advance of next Friday.

It is expected that further interviews will take place later in May and details of these will be made available on the Investigation's website. Forthcoming interviews will be announced, via the website, on Fridays. Interviews will take place at the Investigation's office at Park Hotel in Preston and, when practical and feasible to do so, they will take place in Barrow to assist both interviewees and family members who wish to attend. Details of the venue to be used in Barrow for subsequent interviews will be provided with details of the forthcoming week's interviews.

If you wish to attend the interview with John Woodcock MP on Friday 2 May, you are asked to arrive at the Clarence House Hotel by 1.30pm.

In the event you cannot attend the interview, the Investigation has made arrangements to obtain an audio recording of it.

Arrangements can be made with Nick Heaps, the Deputy Secretary to the Investigation, to attend the Investigation's office in Preston at a later date to listen to the recording. Any family member attending the Investigation's office to hear the recording of the interview will be required to adhere to the arrangements I have explained regarding electronic recording devices that will be in place for all interviews.

If you have any queries about the content of this e-mail please do not hesitate to contact the Investigation.

I hope this is helpful.

**Oonagh McIntosh**  
**Secretary to the Investigation.**

Dear

I am writing to you further to my email of [INSERT DATE] where I explained that the information you provided in the proforma would be shared with the Investigation's panel of experts.

The panel have now had the opportunity to review the details that you shared with the Investigation and would like to look into your case in greater detail. To assist them in this they have asked the Investigation's secretariat to request your full medical records from the Trust.

In order for the Trust to provide your records, it will be necessary for you to give your consent to them being released to the Investigation. We would be grateful, therefore, if you could provide written consent that we can forward to the Trust along with our request for the medical records.

For the Trust to be able to locate your records it would be very helpful if you could provide the Investigation with some additional information. Please can you provide your date of birth and confirm your baby's date of birth as this will help the Trust to locate your records. If you also have your NHS number, please can you let me have this too as this will make your records easier to identify.

If you have any questions or concerns regarding the information that is being requested from the Trust, please do not hesitate to the Investigation on this email address. If you would prefer to have a telephone conversation, please let me know and I will arrange for a member of the secretariat to ring you at a convenient time.

Kind regards

**Example email to all families 7 May 2014**

**As you will be aware from the Investigation's website, there is a Panel Meeting of the Morecambe Bay Investigation tomorrow.**

**Panel Meetings are held at the Investigation's offices at Park Hotel in Preston and commence at 11.00am and conclude no later than 3.30pm.**

**The agenda for the Panel Meeting is attached for your information and this is available on the Investigation website. A summary of the Meeting will also be posted onto the website. The agenda for all future Panel Meetings will be shared via the Investigation website.**

**The Investigation has begun the second phase of the evidence gathering process and this began with the interview with John Woodcock MP on 2 May. Details of further interviews will be made available via the Investigation website.**

**Families are asked to notify the Investigation should they wish to attend and observe any Panel Meeting and/or interview.**

**I hope this is helpful.**

**OONAGH McINTOSH  
SECRETARY TO THE INVESTIGATION.**

# THE MORECAMBE BAY INVESTIGATION

Chaired by Dr Bill Kirkup CBE

via e-mail

3<sup>rd</sup> Floor  
Park Hotel  
East Cliff  
Preston  
Lancashire  
PR1 3EA

13 May 2014

Dear family member,

Please find attached the final version of the Interview Protocol that will be published on the Investigation's website shortly. I wanted to let you have an early sight of this, and also draw your attention to one aspect so that this does not cause misunderstanding.

You will recall that some families were clear that they wished individual details related to their case to be kept confidential, as is perfectly understandable. So that the Panel can, where appropriate, ask some questions that touch specifically on individual clinical details, we will have a brief period at the end of each interview without observers, so that this can be done without breaching the confidentiality requested by relatives.

The Panel have undertaken to provide individual families with feedback when they have reviewed all of the evidence in their individual case. In those sessions the Panel will have an opportunity to advise you what was discussed in the closed session if it has a direct bearing in your case.

I hope that you will understand and support the need for the Panel to be able to ask all necessary questions of interviewees without breaching patient confidentiality.

Yours sincerely,

**BILL KIRKUP CBE**

Telephone: 01772 536376

Email: [correspondence@mbInvestigation.org](mailto:correspondence@mbInvestigation.org)

*Independent investigation into the management, delivery and outcomes of care provided by the Maternity and Neonatal services of University Hospitals of Morecambe Bay Trust from January 2004 – June 2013*

# **THE MORECAMBE BAY INVESTIGATION**

Chaired by Dr Bill Kirkup CBE

## **INTERVIEW PROTOCOL**

### **1. Background**

The Morecambe Bay Investigation is an independent investigation into the maternity and neonatal services of the University Hospitals of Morecambe Bay NHS Foundation Trust (the Trust) and their governance and management.

The Investigation is chaired by Dr Bill Kirkup CBE and was commissioned by the Department of Health.

### **2. Who will the Investigation interview?**

The Investigation Panel will draw up an initial list of individuals who will be invited to interview and be asked to provide oral information. The list will be kept under review and updated as necessary in light of further evidence emerging from documents and interviews. Additional interviews may be arranged at a later date in response to evidence seen or heard by the Panel.

Interviewees will be invited to attend the Investigation to give their own account and respond to questions from Panel members. The Investigation will not refer to "witnesses" or to "giving evidence" to reflect the collaborative approach the Investigation has adopted and the nature of the process, which is an investigation to establish the facts and make recommendations to improve care both locally and more widely. The corollary is that the Investigation expects full cooperation from staff as well as organisations, in line with their professional duty and employment responsibility. It is expected that this will extend to anyone no longer employed in the NHS, and considers that present or future receipt of an NHS pension carries a corresponding responsibility.

Interviewees who are registered with the General Medical Council (GMC) are reminded that the GMC's Good medical practice guidance 2013 states that "*You must cooperate with formal inquiries and complaints procedures and must offer all relevant information*".

Interviewees who are registered with the Nursing and Midwifery Council (NMC) are reminded that the NMC Code states "*You must cooperate with internal and external investigations*".

The Investigation intends to interview individuals who were:-

- responsible for the leadership, management, governance and delivery of maternity and neonatal services at the Trust between 1 January 2004 and 30 June 2013;

Telephone: 01772 536376

Email: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)

*Independent investigation into the management, delivery and outcomes of care provided by the Maternity and Neonatal services of University Hospitals of Morecambe Bay Trust from January 2004 – June 2013*



- employed in any one of a number of related organisations, and responsible for the commissioning, oversight, monitoring, regulation and supervision of, and complaints made about the services as well as the standards of those providing the operational delivery between 1 January 2004 and 30 June 2013;
- directly responsible for delivering care in the maternity and neonatal units between 1 January 2004 and 30 June 2013;
- directly affected by the services and care delivered primarily, but not exclusively, in the maternity and neonatal units at the Trust between 1 January 2004 and 30 June 2013 and/or
- responsible for the development of national policies and procedures in respect of maternity and neonatal care and governance for the period in question.

In addition the Investigation will interview:

- those who are currently responsible and accountable for the delivery of services and care, notably maternity and neonatal, at the Trust and
- those who are responsible and accountable for supervising and regulating clinical and nursing staff and for monitoring data recorded by the Trust.

To ensure that the Investigation will meet the requirements of openness and transparency, all of its sessions will be open to family members. In practice many family members have recognised that their presence may inhibit some interviewees, and the Investigation will arrange one or more separate sessions for them to listen to recordings so that they can be assured that the process is thorough.

### **3. How will the Investigation make initial contact with those it wishes to interview?**

The Investigation has already asked a number of interested organisations to advise their staff (serving and former) about the Morecambe Bay Investigation and its terms of reference.

The Investigation will compile a list of interviewees and potential interviewees.

The employer, former employer or, if appropriate, legacy organisation of each interviewee will be asked to make contact with the relevant individuals to advise them that the Investigation would like to interview them and thereafter communication will be directly between the Investigation and interviewees. This early notification to employers, former employers or legacy organisations should also assist them to plan for attendance of staff at the Investigation.

### **4. The storage of interviewee details**

Once responses are received from interviewees, their contact details will be stored by the Investigation on a database. The database will be password protected and will only be accessed by a

2

small group of staff within the Investigation for the specific purposes of liaising with the interviewee to arrange a schedule of hearings and to undertake the necessary administrative work that will be required to achieve this.

Contact details of individual interviewees will be retained by the Investigation for the duration of its work and until four weeks after the Report has been published.

Contact details will then be destroyed by the Investigation in accordance with Data Protection requirements.

#### **5. Invitation to interview**

As the Investigation is not part of a legal process, interviewees will not be legally represented and the Investigation will not deal with anyone other than the interviewee.

Interviewees will be advised that they are welcome to bring a relative, friend or colleague with them to the Investigation who will be able to remain with the interviewee but not to comment on the proceedings or to ask any questions during the interview.

The Investigation recognises that some individuals may wish to be accompanied by a Trade Union official or a legal representative. It will be made clear that that individual is free to accompany them to the Investigation but is attending as their colleague or friend and not in a representative capacity.

Appropriate refreshments will be provided for the interviewee and any relative, friend or colleague who accompanies them.

It is the expectation that interviewees will have any reasonable expenses they incur as a direct result of attending an interview at the Investigation, met by their employer. If an employer will not reimburse an interviewee for their expenses, each interviewee will be entitled to claim reimbursement from the Investigation for reasonable travel expenses and the loss of earnings incurred as a direct result of their attendance at the Investigation (as set out in the Investigation's travel and subsistence policy). Receipts will be required for all claims and evidence will be required prior to reimbursement for any loss of earnings. A claim form will be provided on the day of interview.

Each Friday a list of the following week's interviewees will be posted on the Investigation website. This will enable families who may wish to attend to observe the interviews, to make practical arrangements and will provide information to those who are following the progress of the Investigation.

Once dates are confirmed for attendance at the Investigation, interviewees and their employer, former employer or legacy organisation will be advised what principal subject(s) or term(s) of reference they will be asked about by the Investigation Panel to enable them to undertake any necessary preparation. When possible the Investigation will advise both interviewees and their employer, former employer or legacy organisation, if any specific document(s) should be viewed prior to their attendance.

Interviewees will be advised to contact their current/previous employer to arrange to view those papers that may assist them provide the Investigation with detailed responses to questions they may be asked.

There may be specific instances where the Investigation wishes to ask an interviewee to comment on a particular document. If such a circumstance arises the Investigation will make appropriate arrangements for the interviewee to be made aware of the material.

Recognising that many interviewees may be operational NHS staff and have limited time or opportunity to prepare for their attendance, they will be given as much notice as possible of their interview by the Investigation. The Investigation will establish at the earliest opportunity, what dates individuals are unavailable to attend for an interview. A minimum of one week's notice will be provided to confirm the arrangements for an interview.

Interviewees will be asked to confirm, in writing, that they will attend the Investigation on an agreed date(s) to ensure that everybody's time is used as effectively and efficiently as possible. They will also be advised what arrangements will be put in place should their interview over run. Interviewees may be required to return either the next day or on another date to conclude their interview.

#### **6. Attendance at the Investigation**

All interviewees will be sent a brief factsheet giving them information about the practical arrangements for their interview.

All those attending (including the Panel, Secretariat, stenographers and those who are observing) will be required to hand their mobile telephone, laptop computer, tablet, camera and/or any recording device they may have with them to the Investigation's Secretariat for safe keeping whilst the interviews are taking place.

Interviews will take place at the Investigation's office in Preston or, if appropriate, at a venue in Barrow. Interviews will commence each day at 10.00am. There will be a suitable half hour for lunch and the afternoon session will conclude by 4.00pm.

Interviewees will be able to attend the Investigation for a brief introduction by the Secretariat and given the opportunity to familiarise themselves with the Meeting Room. This will happen earlier in the day of their interview.

The Chairman will give a brief introduction to each interviewee, explaining which Panel members are present and how the interview will proceed and of the responsibility of all present to respect confidentiality. It is not anticipated that all of the Panel will be present at each interview.

The Investigation will make a recording of the interviews. The recording will be made to aid the production of the note of each interview and also so that those family members' who are unable to attend interviews, will have the opportunity to attend the Investigation's offices in Preston at a convenient time in the month following the interview, to hear the recording. Recordings of any

closed sessions at which personal sensitive data is discussed will not be replayed to family members. The recordings of all interviews will be destroyed when the Investigation's Report is published.

It will be a matter for interviewees how they respond to the questions they are asked and it will be a matter for the Secretary of State and others what action is taken in response to the Investigation's findings and recommendations.

Many interviewees will previously have been interviewed about the events that occurred at the Trust. In the unlikely event that the Investigation should hear evidence from an individual about which they consider that they should take advice and/or take appropriate action, they will do so and the interviewee will be notified accordingly.

Should the Panel need to ask an interviewee about a specific patient or member of staff, and personal sensitive data will be referred to, all observers will be required to leave the interview room. Any evidence provided regarding personal sensitive data will be heard in a closed session by the Panel. Appropriate redaction will be made of the record of the interview. Observers will not be permitted to listen at a later date to the recordings of any closed sessions.

#### **7. Following the interview**

Following their attendance at the Investigation, interviewees will be shown a copy of the transcript of their interview as soon as is practicable. The transcript will be provided in hard copy or a PDF version can be provided by e-mail. The interviewee will be asked to add any further clarification or other information that will help ensure their account is as complete as possible.

Records of all Panel Meetings and interviews will be placed in the Department of Health's record office *after* the Investigation's Report has been published. At that stage they will be accessible through applications made under the provisions of the Freedom of Information Act.

Any subsequent or related question that the Investigation Panel may have following an interview will, when possible, be dealt with in correspondence between the Investigation and the interviewee. Every effort will be made to avoid having to recall any interviewee, however this may have to be arranged in exceptional circumstances or when additional information of significance has arisen from interviews or documentary evidence.

A summary of each days hearing – not the record of the interview - will be posted onto the Investigation website. The summary will detail who was interviewed and what their role/responsibility was, what term of reference they were interviewed about (or greater detail if appropriate to do so) and which Panel members were present.

#### **8. Handling of media enquires/interest in the oral hearings of the Investigation**

The Investigation is aware that some interviews will generate media interest.

The media are not permitted to attend the interviews or to enter the building and the Investigation will make this clear on its website and to any member of the media who makes enquiries in advance

of the interviews. A media protocol will be available and will be shared with interested organisations and placed on the Investigation website.

Interviewees may wish to avail themselves of the offer of an early arrival and a slightly later departure from Park Hotel on the day(s) they are attending the Investigation.

Interviewees will be accompanied by a member of the Secretariat throughout their attendance at the Investigation.

In addition the Investigation can make arrangements for interviewees to be collected by car from the main entrance of Park Hotel and this will reduce the time that any interviewee could be spoken to by a member of the media or a member of the public.

Example email to all families 22 May 2014

When the Investigation Chairman, Dr Bill Kirkup, met the families in Barrow at the end of March, he explained that in light of the volume of work necessary to complete case reviews and to prepare for interviews with clinical staff, the Investigation was looking to engage an additional expert advisor in obstetrics.

I am pleased that Professor Jimmy Walker has joined the Investigation as an Associate Panel Member.

Professor Walker is the Professor of Obstetrics and Gynaecology and Chairman of Perinatal Research, at the University of Leeds.

Oonagh McIntosh  
Secretary to the Investigation.

Example email to all families 9 October 2014.

I thought it would be helpful to provide an update on progress with the Investigation.

The evidence gathering process is still ongoing and the interview programme is helping the Panel and me to identify the key themes and issues that will be addressed in the Investigation Report.

This week we are holding interviews in Barrow and exceptionally, and solely to assist Panel members, one of next weeks interviews will be held in London. To date we have interviewed over 70 people from a number of interested organisations. More interviews are scheduled and some still to be arranged.

I have said from the outset of the Morecambe Bay Investigation that while it is important to be prompt, that should not be to the detriment of carrying out a thorough and complete investigation. We are currently reviewing the timetable in light of the evidence to be assessed and the need for additional interviews. No final decision has been made yet.

I hope this is helpful and when I am in a position to do so I will update you further.

As always, if you have any queries, please do not hesitate to contact me, or the Investigation's Secretariat.

**BILL KIRKUP CBE**

9<sup>th</sup> September 2014

**Morecambe Bay Investigation Panel Meeting Thursday 11 September and Thursday 9 October**

Please note that both Thursday's Panel Meeting and the forthcoming October Panel Meeting will commence at 10.00am. The start times for both meetings have been brought forward to enable the Investigation to also hear from a number of interviewees on both days.

Regards

Oonagh McIntosh  
Secretary to the Investigation



Example email to all families 24 October 2014

I wrote to you on 9 October with a brief progress update and promised to update you further about the Investigation's timeline as soon as I had any news.

As you know, we are still interviewing and gathering evidence, and I do not consider that we will be in a position to complete the Report writing process by the end of November. I have advised the Secretary of State about this and explained that, in order to complete a thorough investigation that addresses all of the terms of reference, I will not be able to finalise the Report until the New Year.

As a result, the Secretary of State has asked me to submit the Investigation's Report in February.

I recognise that this may be disappointing news for you, and apologise. I hope you agree, however, that the thoroughness of the investigation should not be compromised and that you will continue to support us to achieve this.

Now that you are aware of this, we will place a statement about the revised deadline on our website.

I have asked Oonagh McIntosh to arrange another meeting in Barrow in the next few weeks when there will be an opportunity for us to discuss the revised timeline and any other issues about the Investigation that you may wish to raise with me.

If you have any queries about this please do not hesitate to contact Oonagh or me.

I look forward to meeting as many of you as possible again in the next few weeks.

**From:** Correspondence MB  
**Sent:** 18 November 2014 15:34  
**To:** Correspondence MB  
**Cc:** McIntosh, Oonagh  
**Subject:** Morecambe Bay Investigation - Meeting in Barrow with the families

The Chairman of the Morecambe Bay Investigation, Dr Bill Kirkup, wrote to you on 24 October 2014. In his letter he mentioned the Investigation would be making arrangements for another meeting with you in Barrow.

The meeting will take place in the Banqueting Hall at Barrow Town Hall, Duke Street, Barrow-in-Furness, Cumbria, LA14 2LD at 7.00pm on Wednesday 26th November. Tea and coffee will be available from 6.45pm.

There is a pay and display car park behind the Town Hall which the Council's Parking Services Manager has confirmed will be free to use on Wednesday evening as the parking attendants do not work beyond 5.00pm.

To help the Investigation make the necessary arrangements; it would be helpful if you would confirm if you will be attending the meeting and provide your name, by midday on Wednesday 26 November.

If you have any queries in advance of the meeting please do not hesitate to contact me on 01772 536376.

I hope this is helpful and I look forward to meeting you again next week.

**Oonagh McIntosh**  
**Secretary to the Investigation.**

This e-mail and any files transmitted with it are confidential. If you are not the intended recipient, any reading, printing, storage, disclosure, copying or any other action taken in respect of this e-mail is prohibited and may be unlawful. If you are not the intended recipient, please notify the sender immediately by using the reply function and then permanently delete what you have received.

Example email to all families 9 December 2014

Dear Family Member

I am writing to you to let you know of a Statement being made to Parliament this morning, as I did not want it to cause you any concern. The Statement mentions that I have been appointed to the Gosport Independent Panel, looking at evidence relating to care of patients, and deaths, at Gosport War Memorial Hospital.

The Statement makes it clear that I will be completing the Morecambe Bay Investigation before taking up the Gosport work. I did not want there to be any unnecessary doubt over my commitment to the Morecambe Bay Investigation.

If you have any questions or concerns, please do get in touch.

Kind regards,

**BILL KIRKUP CBE.**

# **THE MORECAMBE BAY INVESTIGATION**

**Chaired by Dr Bill Kirkup CBE**

INSERT NAME OF FAMILIES

3<sup>rd</sup> Floor  
Park Hotel  
East Cliff  
Preston  
Lancashire  
PR1 3EA

9 December 2014

Dear [Click here to enter text.](#),

## **EVIDENCE TO THE MORECAMBE BAY INVESTIGATION – ANONYMITY**

You very helpfully attended Park Hotel to give evidence to the Panel of the Morecambe Bay Investigation on [INSERT DATE].

At the end of that interview the Investigation Chairman, Dr Bill Kirkup, asked you whether you were prepared to have your name and/or the name of your child referred to in the Investigation's Report. The Chairman made it clear to you, at that time, that any decision you made then would not be binding and that the Investigation would give you the opportunity to reflect on your wishes. He also said that the Investigation would contact you nearer to the time it was writing its Report to clarify the position.

Telephone: 01772 536376  
Email: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)

*Independent investigation into the management, delivery and outcomes of care provided by the Maternity and Neonatal services of University Hospitals of Morecambe Bay Trust from January 2004 – June 2013*

- This letter is the opportunity for you to provide the Investigation with a clear indication of whether or not you are content for your name to be referred to in its Report, should the Investigation Panel consider that to be appropriate? Or would prefer your name to remain anonymous and you to be allocated a cypher and referred to as, for example, Family A, Family B?
- This letter is the opportunity for you to provide the Investigation with a clear indication of whether or not you are content for the name of your child to be referred to in its Report, should the Investigation Panel consider that to be appropriate? Or whether you would prefer your child's name to remain anonymous and them to be allocated a cypher and referred to as, for example Child A, Child B.

The Investigation would appreciate if you would confirm your response to both sets of questions, in writing.

The Investigation Panel have not determined yet whether they consider it will be necessary and/or appropriate to identify families or children in the Report but it would be helpful to the Investigation to have the confirmation from you should they consider it is necessary.

I sincerely hope that the content of this letter does not cause you any distress. The Investigation is merely trying to ensure it honours your wishes in the remainder of its work.

Should you have any queries please do not hesitate to contact me directly.

The Investigation would appreciate your response by 19 December 2014. After that date it will consider that you require anonymity for your family.

Yours sincerely, |

**OONAGH McINTOSH**  
**SECRETARY TO THE INVESTIGATION**

**From:** Correspondence MB  
**Sent:** 15 January 2015 15:34  
**To:** Correspondence MB  
**Cc:** McIntosh, Oonagh  
**Subject:** The Morecambe Bay Investigation

When we last met in Barrow I suggested that we meet again in the New Year when I could give you an update on the interview programme and progress with the Investigation Report.

The Secretariat has made arrangements for us to meet at 6.45 for 7.00pm on Friday 6 February at Trinity Enterprise Centre, Furness Business Park, Ironworks Road, Barrow in Furness, Cumbria, LA14 2PN.

I know that a Friday evening is not ideal for a meeting but you will recognise that this is an extremely busy time for the Investigation. I hope by early February I will be in a position to give you the fullest possible update.

You will be aware that I have been working towards providing the Secretary of State with my Report in February and that it should be published as soon as possible after then. I anticipate that the publication is likely to be in the second half of February - after the half term holiday and when Parliament has returned from its Recess.

I hope when we meet we can share with you details of the practical arrangements that will need to be put in place for the publication and that we have the opportunity to discuss these in confidence.

If you plan to attend the meeting on 6 February please let the Secretariat know by Wednesday 4 February. Please contact the Secretariat on 01772 536376 or by email [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org). This will help the Investigation make the necessary arrangements.

I look forward to meeting you again on 6 February.

Yours sincerely,

**BILL KIRKUP CBE**

This e-mail and any files transmitted with it are confidential. If you are not the intended recipient, any reading, printing, storage, disclosure, copying or any other action taken in respect of this e-mail is prohibited and may be unlawful. If you are not the intended recipient, please notify the sender immediately by using the reply function and then permanently delete what you have received.

Example email to all families 9 February 2015

On Friday 6 February Dr Bill Kirkup held a meeting in Barrow to update families on the work of the Investigation. As not all families were able to attend the meeting this note is being sent to ensure all have the latest news.

The Report of the Investigation is now written and is with lawyers for them to check. The Report contains comments that might be regarded as being critical of specific people. Warning letters have been issued to those people.

The Report will be published in week commencing 23 February. On the evening before publication Dr Kirkup will meet families in Barrow to give a summary of the contents of the Report. The following day there will be a Report publication event at a venue within the area covered by University Hospitals of Morecambe Bay NHS Foundation Trust. Families, the media and interested organisations will be invited to attend this. There will be the chance, from around 10:15, for families to read the report for a couple of hours. Dr Kirkup will then make an announcement to the media and there will be a question and answer session.

Following publication of the Investigation Report, the Panel will invite those families who contributed to the Investigation process to discuss any additional information they may have about their specific cases.

A further communication will be sent to you by the end of this week giving full details of all the meetings.



Example email to all families 13 February 2015

When we met in Barrow on 6 February I assured you I would update you this week regarding the arrangements for publication of the Investigation Report.

As you know I said that the Investigation would publish its Report in February. I am very sorry to have to tell you that, due to reasons outside our control, the Report will now be published in week commencing 2 March. Further details including the date and the venue, will be provided to all those involved with the Investigation, next week.

I am acutely aware that this further delay will be disappointing news.

If you have any questions about this please do not hesitate to contact Oonagh McIntosh, the Investigation Secretary, or me.

Yours sincerely,

**BILL KIRKUP CBE**

Example email to all families 20 February 2015

I emailed you on 13 February regarding the publication of the Investigation's Report and promised to write again this week with more details.

I am pleased to be able to tell you that the Report will be published on Tuesday 3 March at the Cumbria Grand Hotel, Lindale Road, Grange-over-Sands, LA11 6EN.

I am still confirming the precise timings for my announcement and a press conference but prior to both of these there will be an opportunity for you to read the Report in a private room at the hotel. I anticipate that the Report will be available to you from approximately 10.15am and the Report is likely to be embargoed until 12.30pm.

A meeting will be held in Barrow on the evening of Monday 2 March when I will give an overview of the Report to families.

The Secretariat will write to you on Monday 23 February setting out the detailed timings. A response will then be required from you on whether or not you wish to attend.

I hope this is helpful. Should you have any queries please do not hesitate to contact the Investigation.

Yours sincerely

BILL KIRKUP CBE

## Morecambe Bay Investigation – Publication Arrangements

I promised to write to you today with details for the publication of the Report of the Investigation.

On the evening of Monday 2 March I will meet with families to provide an overview of the Report, in advance of the publication on the following day. The meeting will begin at 19:00 at Trinity Enterprise Centre, Furness Business Park, Ironworks Road, Barrow, LA14 2PN.

The Report will be published on Tuesday 3 March at The Cumbria Grand Hotel, Lindale Road, Grange-Over-Sands, Cumbria, LA11 6EN. Family members are welcome to attend this event.

From 10:15 family members will have the opportunity to read a printed copy of the Report. This will be in a separate room to the media and interested organisations that will be in attendance. The Report is embargoed until I have announced its publication and I have to ask that that no information from the Report is relayed on social media or otherwise until then. I will announce the publication at 12:00, give an overview and there will be a question and answer session. It is expected that the Secretary of State for Health will make an announcement welcoming the publication of the Report and we hope to screen this live.

The publication announcement will take place in a large room with the media and representatives of the interested organisations. Families are also invited to attend but it is your choice. You should be aware that film crews and photographers will be present and that you may be approached to be interviewed. You will be free to leave the hotel at any point once I have started my announcement.

If you do not wish to attend the publication event, an electronic copy of the Report will be available on the web site of the Investigation once I have announced the publication. You are also able to request a printed copy of the Report and that would be posted to you on 3 March.

A response form is attached so that you can let the Investigation know your intentions. Please complete this and return it as soon as possible. We need to know expected numbers to make the necessary preparations.

If you would like to discuss any of the arrangements please speak to Oonagh McIntosh or Nick Heaps on 01772 536393.

Yours sincerely

Bill Kirkup CBE

Response form

Completed by .....

<b>Monday 2 March</b> Bill Kirkup to meet with families to give an overview of the Report of the Investigation 18:45 for 19:00 start. Trinity Enterprise Centre, Furness Business Park, Ironworks Road, Barrow, LA14 2PN.	
I/we will/will not be attending this meeting (delete as appropriate)	Names of those attending
<b>Tuesday 3 March</b> Publication of the Report of the Morecambe Bay Investigation The Cumbria Grand Hotel, Lindale Road, Grange-Over-Sands, Cumbria, LA11 6EN	
I/we will be attending the publication	Names of those attending (up to two people):
I will not be attending the publication and I would like a printed copy of the Report posted to me	Name and postal address (inc postcode):

Please return completed forms to [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org) or

Morecambe Bay Investigation, Room 315, Park Hotel, East Cliff, Preston, PR13EA.

## **Morecambe Bay Investigation – Post publication discussions with families**

It has always been my intention that following publication of the Report of the Investigation, members of the Investigation Panel would hold meetings with individual families to discuss their specific cases. To start this process we have put time aside on the two days following publication. I expect that some families will wish to meet on these days, some may want to wait a week or two and others would prefer not to meet at all.

On Wednesday 4 March members of the clinical sub-group of the Investigation Panel and I will be in Barrow so that we are available to have discussions with families about their cases. If we cannot meet all requests on Wednesday we will continue into Thursday 5 March.

A response form is attached so that you can let the Investigation know your intentions. Please complete this and return it as soon as possible. We need to know expected numbers and will need to prepare for individual discussions. The secretariat will contact you to arrange a specific time.

If you would like to discuss any of the arrangements please speak to Oonagh McIntosh or Nick Heaps on 01772 536393.

Yours sincerely

Bill Kirkup CBE

Response form

Completed by .....

<b>Wednesday 4 March and Thursday 5 March</b>	
Discussion with individual families on their specific cases Trinity Enterprise Centre, Furness Business Park, Ironworks Road, Barrow, LA14 2PN	
I/we would like a discussion with Panel members of the Investigation on 4 or 5 March. Yes/No (delete as appropriate)	Most meetings will be on Wednesday. Please indicate if you have a preference for a morning or afternoon appointment.
I would like to have a discussion at a later date. Yes/No (delete as appropriate)	

Please return completed forms to [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org) or

Morecambe Bay Investigation, Room 315, Park Hotel, East Cliff, Preston, PR13EA.

# THE MORECAMBE BAY INVESTIGATION

Chaired by Dr Bill Kirkup CBE

3<sup>rd</sup> Floor  
Park Hotel  
East Cliff  
Preston  
Lancashire  
PR1 3EA

17 March 2015

Shortly before the publication of the Investigation's Report we wrote to you asking if you would like the opportunity to discuss your specific case with members of the Investigation's clinical sub-group. These discussions to take place immediately after publication or at a later date. We do not appear to have heard from you.

Now that you have had a couple of weeks to consider the Report I am writing again to ask if you would like to discuss your case. It is your choice and I do not wish to put any pressure on you. The Investigation team will though disband during May and there will then be no further opportunity for a discussion.

Can you please let me know if you would like a discussion to be arranged. If I do not hear from you I will take it that your answer is no.

Yours sincerely,

**BILL KIRKUP CBE**

Telephone: 01772 536376

Email: [correspondence@mbinvestigation.org](mailto:correspondence@mbinvestigation.org)

*Independent investigation into the management, delivery and outcomes of care provided by the Maternity and Neonatal services of University Hospitals of Morecambe Bay Trust from January 2004 – June 2013*

