

Our focus is on fewer, larger blood donation sessions and so we have changed where, and how often, we hold sessions.

We also continue to reduce our fleet of travelling Bloodmobile vehicles, including the mini blood mobiles based out of Clacton, meaning that some donors will be invited to donate near their home as opposed to at their place of work. Bloodmobiles have limited collection capacity due to their size. By moving away from Bloodmobiles, NHSBT has been able to focus more staff and equipment on fixed sessions allowing more donors to attend those. For these reasons, we believe that we can offer a better donor experience at larger sessions.

Our previous three fixed sessions for this area all accommodated six blood donation beds per session. Our new venue in Clacton now accommodates 9 beds and has the potential capacity to accommodate as many as 15 beds.

Our donors are very important to us and it is our ambition that every donor leaves a blood donation session having had a positive experience and wanting to return. We aim to ensure we offer a convenient and positive experience to donors and this aim is a focus while we make these changes in the Brightlingsea and Clacton area.

NHSBT hopes that every donor that wants to give blood will still be able to do so. We appreciate that each and every donor saves and improves lives every time they come to donate. NHSBT will support donors in finding alternative sessions so that they can continue donating. We keep all our sessions under review to ensure we can meet patient demand and will make adjustments if necessary.

While NHSBT has aimed to manage the transition to the new session timetable smoothly, we do understand that some donors may decide to stop donating, as it may become less convenient for them to give blood. If they do choose to do this, we would like to thank them for all the lives they have helped save already and all the time they have given up to donate blood.

These decisions are difficult to make and NHSBT does not make them lightly. However, NHSBT recognises that blood is a precious gift and we need to make best use of our donors time, and our own resources, by collecting only what our hospital customers need. We hope this note has helped to explain the context for the changes.

We are able to provide you with the following information in response to your request.

Please would you supply the following statistics individually for the three Essex towns listed here: Brightlingsea, St Osyth, Great Bentley.

1. For your busiest session how many donors booked in to donate, please include those not bled.

For the Brightlingsea panel in Lower Park Road Brightlingsea, the busiest session was on 18th November 2013 when 128 donors attended the session.

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For the Brightlingsea panel in Great Bentley, the busiest session was on 13th January 2013 when 118 donors attended the session.

For the St Osyth panel, the busiest session was on 10th April 2013 when 94 donors attended the session

2. For your quietest session how many donors booked in to donate, please include those not bled.

For the Brightlingsea panel in Lower Park Road Brightlingsea, the quietest session was on 11th March 2013 when 90 donors attended the session.

For the Brightlingsea panel in Great Bentley, the quietest session was on 10th April 2013 when 94 donors attended the session.

For the St Osyth panel, the quietest session was on 2nd January 2013 when 76 donors attended a session

3. Taking the last 12 months where you have up to date records what was the average attendance during this period.

For the Brightlingsea panel in Lower Park Road Brightlingsea, the average session attendance was 109 donors.

For the Brightlingsea panel in Great Bentley, the average session attendance was 107 donors.

For the St Osyth panel, the average session attendance was 85 donors.

4. How many new donors were signed up at each town during this 12 month period?

There were 70 new donors signed up in the last 12 months and all were on the Brightlingsea panel but they cannot be broken down between the two venues.

5. What does it cost to visit each venue including hall hire and vehicle journeys?

Brightlingsea (includes Great Bentley)

We used 2 venues in the previous Brightlingsea panel.

The Community Association venue cost £171.00 to hire per session. The Village Hall in Great Bentley cost £101.00 to hire per session.

The different halls are used based on availability and are both the same size.

All 3 venues, Brightlingsea, Great Bentley and St Oysth are 60 minute journey time (120 minutes there and back) from NHSBT Boss Hall Road Ipswich. This is taking in to account the legal speed restrictions due to vehicle types.

Staff travel costs £144 to visit any one of the previous three venues.

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It will now cost £176 in staff travel to visit the Clacton sessions. Although that means travel costs have increased, the Clacton venue will collect more blood than the previous venues because it is a larger venue. This venue also has the potential to grow to a 12 or 15 bed session with the same base line costs for the venue.

St Osyth

There has not been a session in St Osyth since April 2013. It cost £ 216.00 to hire the venue per blood donation session. NHSBT took the decision to close this session because there were not enough donors in the area to support our new larger blood donation sessions of 9 to 15 beds per session.

Clacton session

NHSBT now holds a blood donation session 12 times a year in Clacton.

This venue currently holds 9 beds per blood donation session and has the potential to increase to 15 beds per session. It costs £500 to hire per session. The extra bed capacity and potential to increase opening hours offsets the higher cost of hire.

6. How many invitation letters for each session are sent out to donors?

The table below shows the number of donors invited and sent an invitation letter

Date	Venue	Donors Invited
02-Jan-13	St Osyth	245
03-Jan-13	Great Bentley	286
11-Mar-13	Brightlingsea	195
08-Apr-13	Great Bentley	211
10-Apr-13	St Osyth	219
01-Jul-13	Brightlingsea	335
12-Aug-13	Great Bentley	322
04-Nov-13	Brightlingsea	324

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I hope this is helpful in addressing your questions. Please quote the reference number above in any future communications.

Yours sincerely



Ian Beggs
Assistant Director External Affairs

E-mail: xxxxxxxx.xxxxxxxx@xxxxx.xxx.xx

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request an review of our decision, you should write to: Head of Donor Services, NHS Blood and Transplant, Oak House, Reeds Crescent, Watford, Hertfordshire WD24 4QN (Email: xxxxxxxx.xxxxxxxx@xxxxx.xxx.xx).

If you are not content with the outcome of your complaint, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by NHS Blood and Transplant. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

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