

REASON WHY?

The mobile breast screening unit could not return to Newport Cottage Care Centre for 2025–26. As the site served around 3,600 clients, an alternative location was needed to maintain accessible screening and avoid reduced uptake.

PLAN

Site Requirements

Criteria were developed to identify a suitable host site for the mobile breast screening unit, focusing on safety, accessibility and operational needs to maintain invitation uptake:

- Space for the mobile unit (approx. 5 parking bays)
- 400V three-phase electrical supply (or generator)
- Mains water access
- Staff facilities (Monday–Friday, 08:00–19:00)
- Parking for staff and service-users

These requirements were used to shortlist potential locations.

Site Assessment

Shortlisted sites were assessed through:

- Joint visits with the mobile unit provider
- Review of access, turning space and installation feasibility
- Confirmation of power, water and space requirements

Communication and Change Management

A communication plan was developed to support the relocation, providing clear information to GP practices and service-users while coordinating operational tasks to meet project deadlines and minimise disruption.

Risks and Mitigation

As the first change to breast screening locations since the 1990s, key risks included site confirmation delays and stakeholder concerns. Mitigation plans and proactive communications were built into the project to maintain confidence and delivery timescales.

DO

Identifying and Implementing a New Site

Ten potential sites were assessed against agreed criteria, with two shortlisted for full evaluation. Following joint site visits, Harper Adams University was selected as the preferred location, meeting all operational requirements while providing free use of space and utilities. Unit operation hours remained unchanged.

To support the move, we delivered:

- Site signage and wayfinding
- Updated appointment information
- Social media communications
- Staff information pack
- GP practice communications.

Working with the Cancer Care Coordinator, targeted text messages and reminders were sent to patients, helping maintain awareness and screening uptake.

Challenges and Adaptations

A small number of issues arose during implementation, including signage delays and new parking restrictions. These were managed through on-site support, patient communications and close collaboration with the host site. The unit's stay was successfully extended to ensure full population coverage

Evaluation

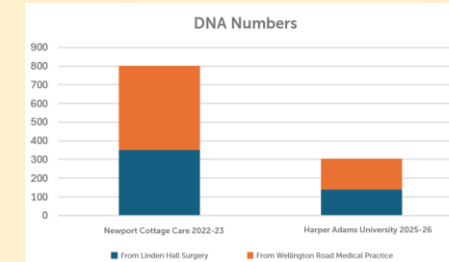
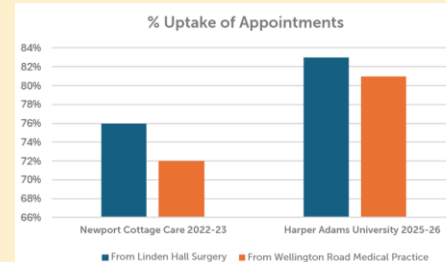
A patient survey was undertaken between November 2025 and March 2026 to evaluate the new location and change communication approach.



To maintain uninterrupted access to breast screening for residents in Newport between November 2025–March 2026 as evidenced by productivity figures to support early detection of breast cancer.

STUDY

Analysis of screening activity at both practices invited for screening in Newport shows that relocating the mobile unit to Harper Adams University did not negatively impact uptake. In fact, both practices experienced an increase in attendance compared with the previous screening round at the original Newport Cottage Care site.



The graphs demonstrate positive outcomes at both practices, with uptake increasing by 7% at Linden Hall Surgery and 9% at Wellington Road Medical Practice, alongside reductions in DNA rates of 12% and 13% respectively.

Client Feedback

- 108 responses: 43.2% response rate
- 61.5% Good/Excellent experience
- 73.2% found the new location convenient
- Parking and proximity were the top priorities
- Positive themes: parking and privacy
- Improvement theme: clearer signage

Non-Responder Follow-Up

Two rounds of reminders were sent to non-responders. This resulted in 8 additional screening appointments across both practices, helping maintain screening uptake during the relocation.

Outcome

The relocation maintained access and avoided a drop in screening uptake. Improvements were likely supported by both the new location and wider initiatives, including text reminders.

ACT

Adopt

- Harper Adams University proved to be a suitable and well-received location. It will be retained as a contingency site for future rounds.
- Standardised site-assessment framework for future relocations
- Multi-channel communications (letters, texts, social media and GP engagement).
- Partnership working with GP practices to support uptake and non-responders.
- Client feedback surveys to inform continuous improvement.

Adapt

- Earlier signage and wayfinding planning.
- Clearer parking information across all communications.

Abandon

- Reliance on letters alone for time-sensitive updates.
- Sites that do not meet minimum safety and infrastructure requirements.

Next Steps

- Repeat client surveys in future screening rounds.
- Monitor uptake trends to assess longer-term impact.