

CEO Report

January and February 2022

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Overview

- 1.** This report updates the Board of the activities of the organisation during January and February and seeks approval of the work programme for 2022/23 and requests guidance regarding the format of future Board meetings.
- 2.** Activities and impact are described in the sections below.
- 3.** The work programme for 2022/23 is on page 14.
- 4.** The working arrangements and our approach to meetings as we emerge from Covid are described on page 2.
- 5.** The Board is asked to:
 - Approve the Work programme for 2022/2023
 - Agree arrangements for future Board meetings as in section 8.

Emerging from Covid-19

6. During Covid we have learned that working from home has been better for staff delivering our Information Service. The engagement team are starting to see more opportunities to visit community events and listen to people. The rest of the staff team are returning to more office-based work so that we can reconnect with colleagues.
7. There will be more opportunities to work at home, however, as we have learned there is benefit from quiet space and some meetings will remain online and require a confidential space.
8. Our plan is to gradually move some meetings to face to face formats:

Board meeting	Format and time to be decided
Board development sessions	In person, 5pm, Huntingdon
Health and Care Forums	Alternating in person and online
Partnership Boards	Trialling a hybrid model
Team meetings	In person as from May
Other internal meetings	A mixture of formats

Strategic priorities

Priority	Current activities
1.Promoting Independence & Self-Care	<ul style="list-style-type: none"> • Your Care Your Way campaign • Information Service delivery • Website information.
2. Access to Primary Care Services	<ul style="list-style-type: none"> • Representation at primary care intelligence sharing groups • Escalating access concerns.
3. Social Care and Integrated Support Services	<ul style="list-style-type: none"> • Partnership Board activities • Membership of 'Home First' regional group • Influencing and supporting ICS engagement.
4. Mental Health Services for Children, Young People and Adults	<ul style="list-style-type: none"> • Increased focus on engagement with young people • Members of CPFT collaborative group.
5. Involving people in redesigning the services they use	<ul style="list-style-type: none"> • Opportunities to contribute via health and care forums and partnership boards • Health Champions (South Place) project • Promoting involvement and coproduction opportunities.

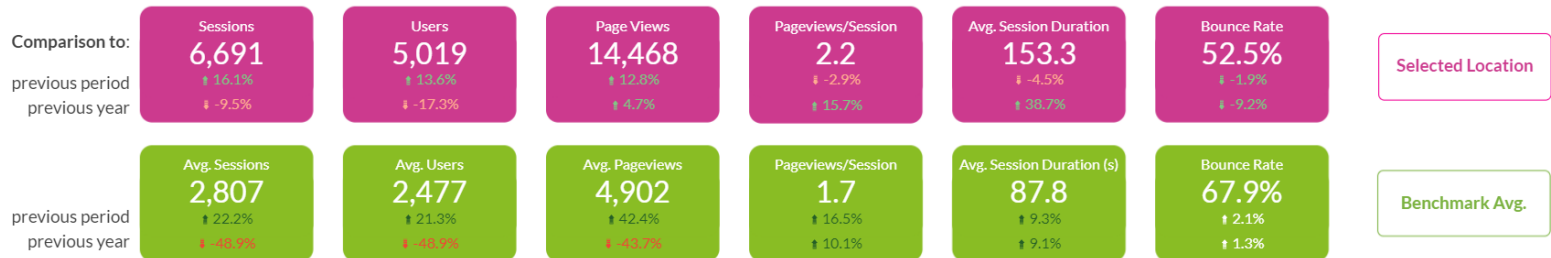
Concerns and escalations

- 9.** We are receiving mixed feedback about care in hospital settings, ranging from poor to excellent. There is a noticeable increase in elective surgeries taking place, but people are finding transport to and from hospitals problematic as there is a shortage of volunteer car schemes available for health-related support.
- 10.** Confusion across boundaries continues to be problematic for people. We have been able to resolve some issues recently, particularly with the help of voluntary sector partners. However, some of the situations are very complex, with multiple boundaries and unclear responsibilities.
- 11.** Feedback about GP services is mixed. Many people are saying that their experience of dealing with reception staff is a challenge, but once they are offered an appointment, the care and treatment has been good. Obtaining prescriptions in a timely manner is problematic at some surgeries.
- 12.** We know it is very difficult to find paid carers and we have concerns that some people are experiencing poor care at home. We have heard about people who feel they have no choice other than to accept poor care as they worry they will be left without a service.

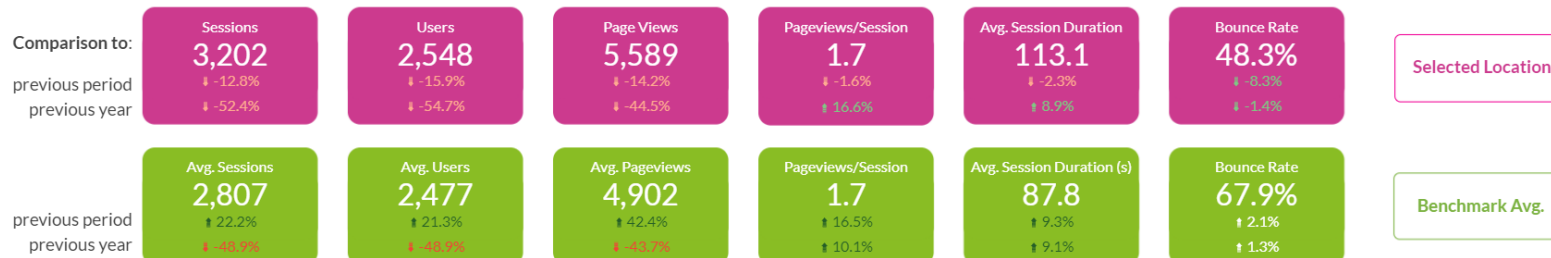
Communications

- 13. Activities in this period have included** – campaign to promote volunteering on the Adult Social Care Partnership Boards, implementing the new Healthwatch brand guidance and updating materials, updating advice and news website in line with changing Covid-19 guidelines and supporting ongoing project work inc. the Removing Barriers training, care home report and Addenbrooke’s A&E projects.
- 14. Websites** regularly updated with news articles, blogs, events and advice articles. There have been 7,496 website users during this period, looking at 20,057 pages. Both websites continue to track above the website benchmark average for Healthwatch across England, with Cambs site performing particularly well.

Healthwatch Cambridgeshire 1 Jan 2022 to 28 Feb 2022



Healthwatch Peterborough 1 Jan 2022 to 28 Feb 2022



15. Public relations – 12 articles in the traditional media with focus on hospital waiting times and, and 17 articles in statutory, voluntary, community and other publications. This is likely to be an underestimate as we don't always know when our content is published.

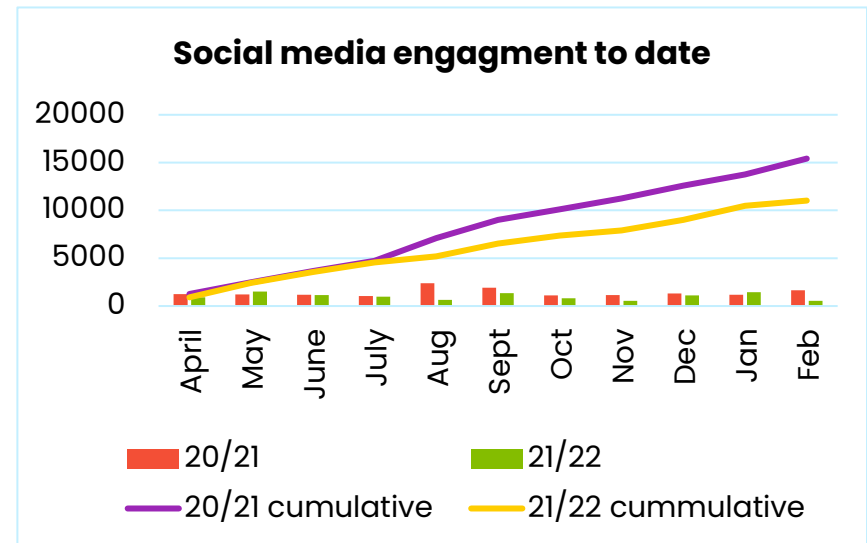
16. Social media engagement is currently tracking 28% below the same period last year, but 58% above the pre-pandemic period. With Facebook, Twitter and Instagram as our most active channels.

17. Demographic data for information service and engagement feedback 2021-2022 YTD

The data below is only from people who shared feedback via one of our websites. We

have started to roll out this collection for face-to-face engagement and will look at reporting for this for future meetings.

- Mix of ages, with 5% people aged 16-24, 62% aged 25 to 64 and 21% over 65.
- 24% male, 61% female, with less than 1% identifying as intersex or non-binary.
- 6% of people identified as lesbian, gay, bi-sexual or preferred to self-identify
- 20% of people identified as from a minority ethnic community.
- 22% had one or more disability and 37% had one or more long-term condition.
- 38% from Peterborough and 56% in Cambs, with lower levels of feedback in East Cambs and Fenland.

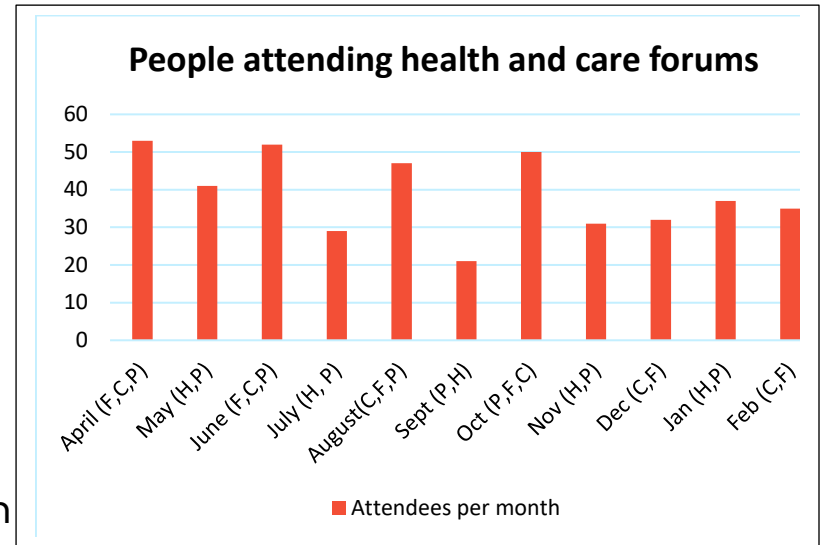


Engagement

18. During this period there were 4 health and care forum meetings.

19. Topics covered included:

- Improving diversity of patient involvement in the Cambridge Cancer Research Hospital
- Prescribing update/medications optimisation
- NHS 111 option 3.



[F=Fens&East/C=Cambridge&South/H=Hunts/P=Peterborough]

20. During January and February, we participated in 21 engagement events, speaking to 301 people and collecting experiences. We have now attended a total of 158 events over the past 11 months, speaking to over 3,000 people. Examples of services and groups contacted:

- Engagement at Cambridgeshire Libraries
- Resettlement of refugees and asylum seekers
- East Cambs Youth Board
- Breakfast Club at PARCA.

21. We are using our demographic data to understand who we are not reaching and making specific efforts to make contact with those communities.

Volunteering

- 22.** There are currently 40 active volunteers.
- 23.** During this period, we recruited four new volunteers. They have completed their initial induction and training and will shortly be undertaking engagement induction training with members of our engagement team. The newly recruited volunteers are based in the following areas:
 - Peterborough – 2
 - East Cambridgeshire – 1
 - South Cambridgeshire – 1
- 24.** There are a further five potential volunteers who are currently in the early stages of our recruitment process.
- 25.** We are currently working on updating our Volunteer Policy and will be involving out volunteers in this process. The new policy will include procedures for working with younger volunteers, aged 16 – 18.
- 26.** We are working on developing some new volunteering roles that will enable us to fully utilize all the skills which our volunteers bring to our Healthwatch.

Partnership Boards

27. The Cambridgeshire County Council and Peterborough City Council Partnership Boards are facilitated by our Healthwatch.

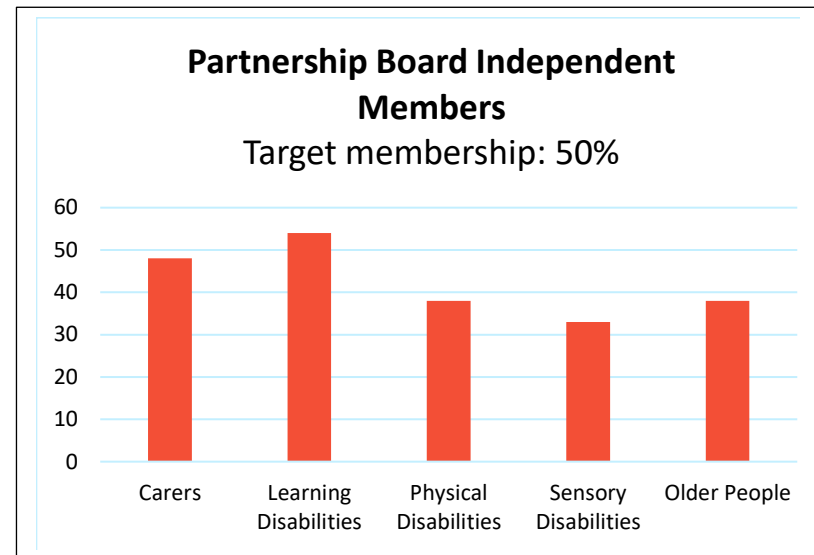
28. Topics covered included:

- Update from Physical Disability Team
- Priority setting for 2022/23.

29. We are working on increasing membership of the Partnership Boards. The graph shows progress against this target. There have been several expressions of interest which are being followed up.

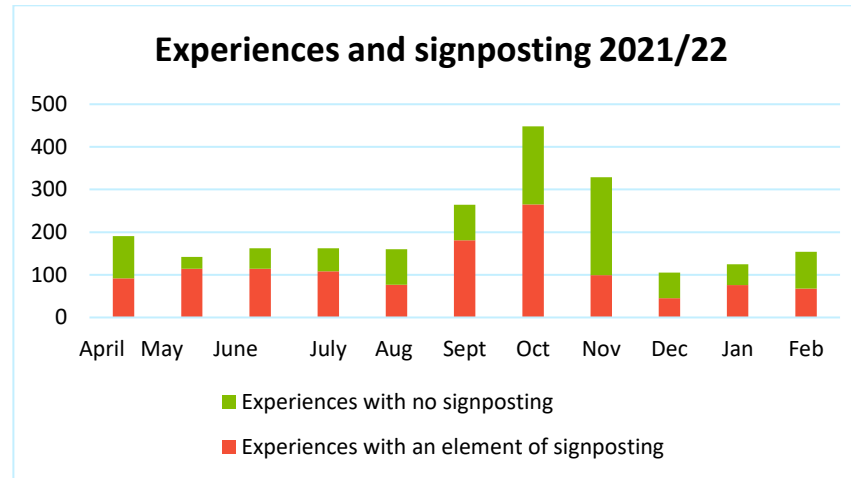
30. Issues raised and impacts at Partnership Board meetings during this period included:

- The Learning Disability Partnership board have said that annual health checks for people with a learning disability are not being offered or are poor quality. The CCG have now written to GP surgeries alerting them to the concern and stressing the importance of these checks being carried out.
- A Cross Board task and finish event was held on the Shared Care Record
- The Learning Disability Partnership Board have been involved in meetings on the development of a supported living development in Peterborough.

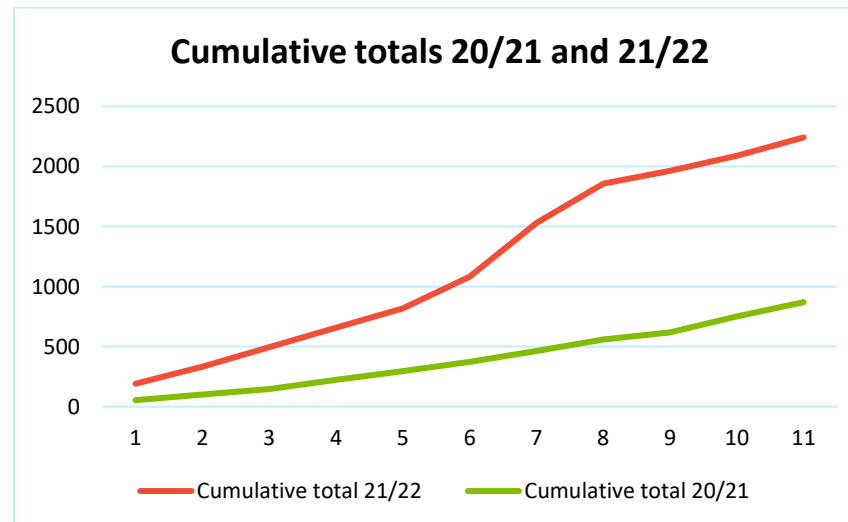


Experiences

31. The graph below shows the number of experiences collected and people signposted.



32. This shows a significant increase when compared to 2020/21 even when the impact of the pandemic is taken into account.



Impacts and influencing

- 33.** We were informed that the 111 direct booking system to Hinchingsbrooke A&E was not working. We alerted 111 who liaised with the hospital to resolve the problem.
- 34.** We have seen improvements to the booster vaccination programme for people with learning disabilities and housebound people as a result of our feedback.
- 35.** We are supporting the Healthwatch England 'Your Care Your Way' campaign and have raised awareness of the NHS Accessible Information Standard with our local providers. This campaign will continue with support offered to providers and raising public awareness.
- 36.** The response to the Gypsy, Roma and Traveller cultural awareness training offer has been excellent. As a result, the Lottery have agreed that we can bring forward the second training phase to accommodate demand. Volunteer recruitment is now being coproduced with the communities.
- 37.** Our Healthwatch has supported the new reception centre for asylum seekers and refugees in Cambridgehire. Offering translation support and collecting feedback.

- 38.** The ReSPECT education programme will be delivered to GPs and care homes teams by our local hospices. Our Healthwatch lead the call for this programme some years ago.
- 39.** We have responded to two consultations:
- The future of how the CQC engages with the public
 - General Pharmaceutical Council consultation on remote hearings
- 40.** We have received feedback from the CQC that the intel provided has helped significantly with planning inspections.

Projects

Project name	Description	Status	Comment
Health Champions (South ICP)	Two-year project to recruit and train volunteers to undertake community engagement and research projects.	Green	Health Champions due to complete engagement phase of Project one -Urgent and Emergency Care at Addenbrookes by end of March 22. On track with final report due May 22.
Gypsy, Roma and Traveller project	Lottery funded three-year engagement project to develop a network of volunteer listeners and provide training for frontline NHS, social care and local authority staff.	Green	First phrase of cultural awareness training rollout to commence from March 22. Increased first phase from 6 -10 workshops due to exceptional demand. All 10 now full and a waiting list in place.
Independent Living Services	Healthwatch to recruit and facilitate two focus groups to inform the design of the new service.	Green	Two focus groups to be held in March 22. Report due May 22.

Work Programme 2022/23

	Overview of activities	Outcomes	Lead
1. Information and intelligence	Delivery of Healthwatch information service, line managing Information Officer, responding to queries from the public, colleagues and stakeholders. Liaising with other Healthwatch as appropriate.	Usage and trends tracked and reported to Board annually	Information and Research Manager
	Maintenance of experiences' evidence base, progressing and tracking concerns. Coordinating Impact Tracker and staff training on completion.	Tracking system maintained, regular scheduled briefings to Board and staff	
	Research support for project work, leading and training staff on production of high quality evidenced-based reports.	Briefings and reports with identified themes and findings	
	Policy and service change horizon scanning. Sharing information about relevant new services and developments in support and guidance.	Changes, and likely impact of change, disseminated to Board and appropriate staff	

2. Communications	Review the communications and engagement strategy to ensure it meets the developing needs of the organisation.	Refreshed communications strategy.	Communications Manager
	Promote Healthwatch and its activities to identified stakeholders, ensuring brand values are maintained. Developing promotional materials – both digital and hardcopy, and ongoing PR activities.	Websites and social media developed; e-newsletters, newsletters, briefings, promotional materials produced and PR activities.	
	Work with colleagues to identify and deliver a programme of integrated campaigns, based on local intelligence and linked to national initiatives.	Integrated campaigns planned and implemented.	
	Provide communications support to project activity work – including marketing advice, promotion, and report editing.	Surveys promoted, briefings and reports published	

3. Community engagement	<p>Deliver a programme of public engagement that balances gathering feedback from the general public and understanding the health and care experiences of people from excluded communities.</p>	<p>Intelligence gathered from a broad cross section of communities.</p> <p>Evidence of a range of events and formats used to collect feedback.</p> <p>Increased volume of intelligence received from young people and excluded communities, as described in CORE20PLUS5.</p>	<p>Communities Programme Manager</p>
	<p>Coordinate Partnership Board meetings. Trial new meeting formats and evaluate feasibility of hybrid meeting.</p> <p>Recruit new Independent Members. Integrate intelligence received into main Healthwatch Database.</p>	<p>Meeting formats trialled and evaluated. Future meeting format agreed.</p> <p>50% target of Independent members met for every Partnership Board.</p> <p>Evidence of increased intelligence and actions taken as a result.</p>	
	<p>Increased profile of Health and Care Forums specifically amongst communities at risk of health inequalities.</p>	<p>Evidence of increased engagement of people from excluded communities and opportunities for their stories and experiences to be shared.</p>	

	<p>Co-produce a review of all volunteer systems and policies to ensure volunteer contributions are meaningful and maximized.</p>	<p>New roles developed and embedded.</p> <p>Training programmed reviewed and strengthened as indicated.</p> <p>Volunteer handbook reviewed and amended informed by best practice models.</p> <p>Volunteer policy reviewed by Board June 2022.</p>	
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4. Projects	Deliver the funding ambitions set out in the Business Development Strategy and develop bids to support project work.	Increased project income and impact, in line with Healthwatch remit.	Business Development Manager
	Manage the Project Manager coordinating the Lottery funded project and ensure effective delivery of the project objectives.	Effective delivery of the Gypsy, Roma and Traveller project within timescales and budget.	
	Manage the Project Manager coordinating the Health Champions project and ensure effective delivery of the project objectives.	Effective delivery of the Health Champions project within timescales and budget.	
	Manage delivery of ad hoc projects resulting from successful bids.	Effective delivery of ad hoc projects within given timescales and budget.	
	Oversee project planning, review and reporting systems.	Effective use of project planning tools.	

5. Strategic influencing	Oversee representation of Healthwatch on strategic and decision-making groups that maximises influencing opportunities.	Evidence of influence from minutes and reports, and positive feedback on reputation	Chief Executive Officer
	Overview of escalations, projects and quality.	Reporting and evidence of impact Quality assurance methods and processes in place and reviewed	
	Work with local leaders of the Integrated Care System to ensure local people's voices and views are heard and considered.	Patient and public views and voice embedded and sustainable in local integrated care system plans	
	Host a public event drawn from all Healthwatch networks, including Council-commissioned Partnership Boards and Local Healthwatch Forums.	Co-production of opportunities for integrated care, including local people, strategic commissioners, providers and voluntary sector partners. Event report	
	Support providers, including primary care, to develop effective approaches to patient involvement.	Feedback from providers in response to requests for help and advise	

6. Finance and workforce	Management and reporting of financial position, including tracking of income and expenditure and ring-fenced budgets	Reports to General Purposes Group and Board, and production of annual audited accounts	Office and Finance Manager
	Maintain overview of HR systems and support to managers where required	HR updates to General Purposes Group Training catalogue	
	Ensure compliance with Health and Safety standards	Risk assessments recorded and escalated Policies reviewed and approved by Board	
	Coordinate office-based resources and manage the Administration Officer.	Efficient and effective back-office functions and resources.	
7. Governance	Ensure transparency that meets the highest standards of transparency as required by a Community Interest Company.	Systems of reporting in place to ensure effective reporting and management of risk. Production of annual report and supporting statements to meet statutory requirements.	Chair/CEO