

CEO Report

Mar 2024 – May 2024

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CEO Summary

In the six weeks since my appointment at Healthwatch, I have observed several positive trends within the organisation and identified key areas for growth. Healthwatch demonstrates significant strengths, including experienced and diverse teams with vast knowledge, strong external relationships, a supportive internal environment, and growing awareness of our mission and activities.

During this period, I met with Local Authorities Commissioning Managers. Together, we are working to establish regular management meetings, reporting structures, and developing the established partnership boards. Additionally, I engaged with Integrated Care Board (ICB) colleagues across various areas and departments. They have expressed a strong interest in collaborating closely with us to ensure that the patient voice and co-production are central to their objectives.

There are several opportunities for Healthwatch to build on its strengths and achieve further growth. These opportunities include enhancing volunteering options and diversity, increasing our awareness across the ICS footprint, expanding our VCSE networking and engagement, developing formal collaboration among staff members, and focusing on the development and transition of employee skills. In addition, reviewing our strategic priorities and developing refreshed output and outcome metrics and KPIs will be important. We also need to enhance our ICS Integrated Neighbourhood representation and collaboration involving Healthwatch staff, Non-Executive Directors (NEDs), and volunteers.

I will be presenting and addressing these opportunities in more detail during the board development session on 17th July 2024. In this session, I will seek feedback and contributions from the directors to refine our strategy and move forward with actionable plans.

Highlights

This report updates the Board on the wide range of activities undertaken by our Staff and volunteers during the period spanning the period 1st March 2024 to 30th June 2024.

1. An updated projects summary is shown below, together with a list of projects in development.
2. Healthwatch Cambridgeshire and Peterborough were able to publish the Digital Inclusion Report which was conducted between June 2023 and February 2024. The report is on the website and the impact summary is reported within the impacts section of this report.
3. ICB and LA colleagues are keen to development of the partnership boards and make the groups work to advance patient participation across the system.
4. ICB colleagues are keen to work alongside HW to ensure patient participation is a priority going forward, regular partnership and management meetings will be set up and work priorities will be set.

Strategic priorities

Priority	Current activities
1.Promoting Independence & Self-Care	<ul style="list-style-type: none">• Information Service delivery• Website information.
2.Access to Primary Care Services	<ul style="list-style-type: none">• Intelligence sharing with ICB primary care team.• Advice on communication materials• Offering advice on Patient Participation Group development.

3.Social Care and Integrated Support Services	<ul style="list-style-type: none"> • Partnership Board activities • 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 • Representation at Children’s and Maternity Accountable Business Unit to ensure lived experience is considered in decision-making.
5.Involving people in redesigning the services they use	<ul style="list-style-type: none"> • South and North Care Partnership community research projects to enable local people to influence decision-making. • Actively facilitating the involvement of local people in Integrated Neighbourhoods • Promoting involvement and co-production opportunities.
6. Streamlined enquiry and complaints channels	<ul style="list-style-type: none"> • Promoting the benefits of a streamlined first contact, enquiries, and complaints system • Identifying ICS best practice nationally.

Communications

5. What we have been working on

In this period, we have been writing and designing the Annual Report which features a range of information and highlights of our work over the last 12 months. This undertaking has involved liaising with all teams to gather the required content.

We launched our podcast, "Healthy You," on Spotify and other major podcasting platforms. Kat and Sue recorded the first episode on mental health with Ali, who shared her personal journey and experiences with mental health. This episode aired during Mental Health Awareness Week. Additionally, we have recorded an episode with Heather and two of our volunteers, which will air on 3rd June as part of Volunteers' Week.

We have supported the Project Team with the development of an article and questionnaire to promote the proposed new Community Researcher project around 'life transitions', and with editing a report for the ICB about the Team's work to support local PPGs and Integrated Neighbourhoods.

We have enhanced the promotion of health and care forums. On social media, we've created reels (videos) for various platforms which feature information on upcoming forums and highlight the benefits of attending, aiming to capture people's interest. All dates for the 2024 Health and Care Forum are posted on our websites and Facebook events, ensuring ample notice for potential attendees. Additionally, we've advertised in publications such as Addenbrooke's Hospital's "The Volunteer - Patient, Visitors & Community Handbook," the "NORTHWEST ANGLIA NHS Patient/Visitors/Staff Brochure/ Pulse Peterborough City Hospital Summer 2024," and the Meadows Community Centre program, where the Cambridge and South Cambs Health and Care Forums are held.

Finally, we have assisted in the planning and delivery of our Volunteers Week event held on Saturday 8th June, and the promotion of our PPG best practice seminar on Monday 24 June.

6. Our websites

In this period, we have published seven news and one advice article on our websites. We have also promoted recruitment to the Secure Data Environment focus group and our Partnership Boards via the sites.

7. Social media engagement

Throughout this period, our social media engagement has been focused on specific campaigns designed to promote:

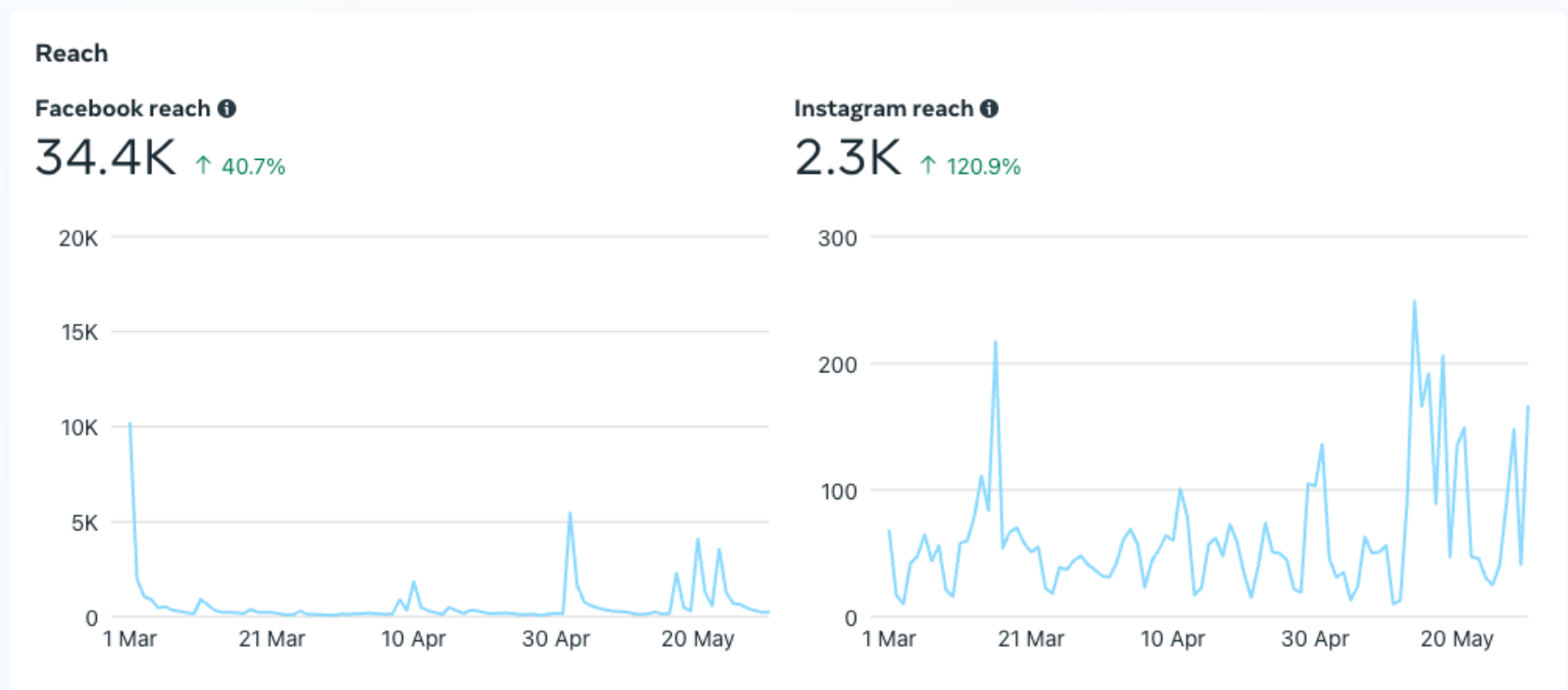
- Recruitment for Community Researchers in the north and south of the county
- Recruitment of Patient Representatives
- Signing up to our newsletter
- Upcoming events our Healthwatch engagement team are attending
- The public having their say
- Upcoming Health and Care Forums
- Patient Participation Groups attending our Health and Care Forums
- Joining the Partnership Boards
- The Secure Data Environment online webinar and upcoming focus group

These campaigns have signposted the public to our websites for further information.

We have supported awareness days and partner organisations to promote the following campaigns and events:

- Maternal mental health week
- Mental health awareness week
- World kidney day
- Social prescribing day
- Dying matters awareness week
- SEND and visual/hearing impaired climbing sessions

- Cambridgeshire County Councils Healthy Places Joint Strategic Need Assessment survey
- RNIB visual impairment forums in Peterborough and Cambridge
- NHS blood pressure checks campaign
- NHS “Start for Life” parent-infant relationships campaign
- Bowel cancer awareness month
- Preparing for adulthood SEND festival
- Stop Suicide and Mind CPSL training workshops
- Scope’s “Right to ride” guide for disabled people travelling
- Arthur Rank Hospice community voices events
- North Cambridgeshire & Peterborough Care Partnership/ One Leisure Buckden Young People’s event
- Healthy You ‘Swap to Stop’ scheme
- NIHR Agenet seminar
- NHS spring Covid-19 vaccination programme
- Cambridgeshire & Peterborough ICS wheelchair procurement survey
- North Cambridgeshire & Peterborough Care Partnership Wisbech men’s health and wellbeing event

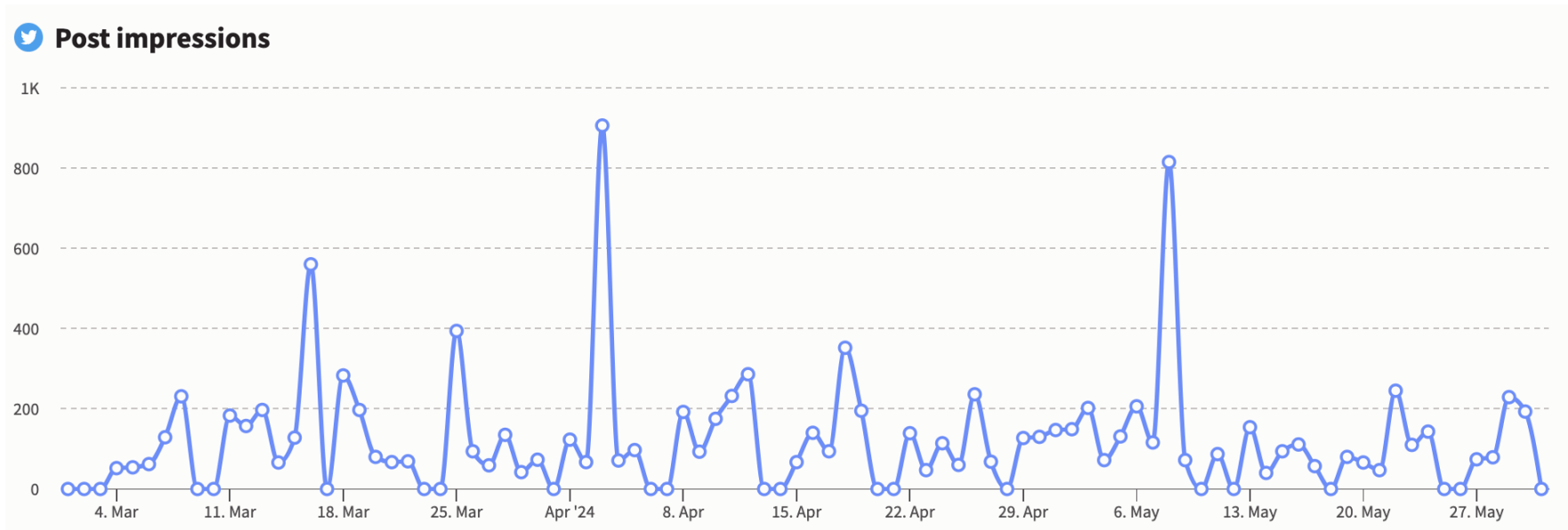


In this quarter, we've observed a significant increase in our reach on both Facebook and Instagram. Our Facebook reach has grown by 40.7% compared to the period of 1 December 2023 to 29 February 2024. On Instagram, our reach has increased by 120.9% against the same time period.

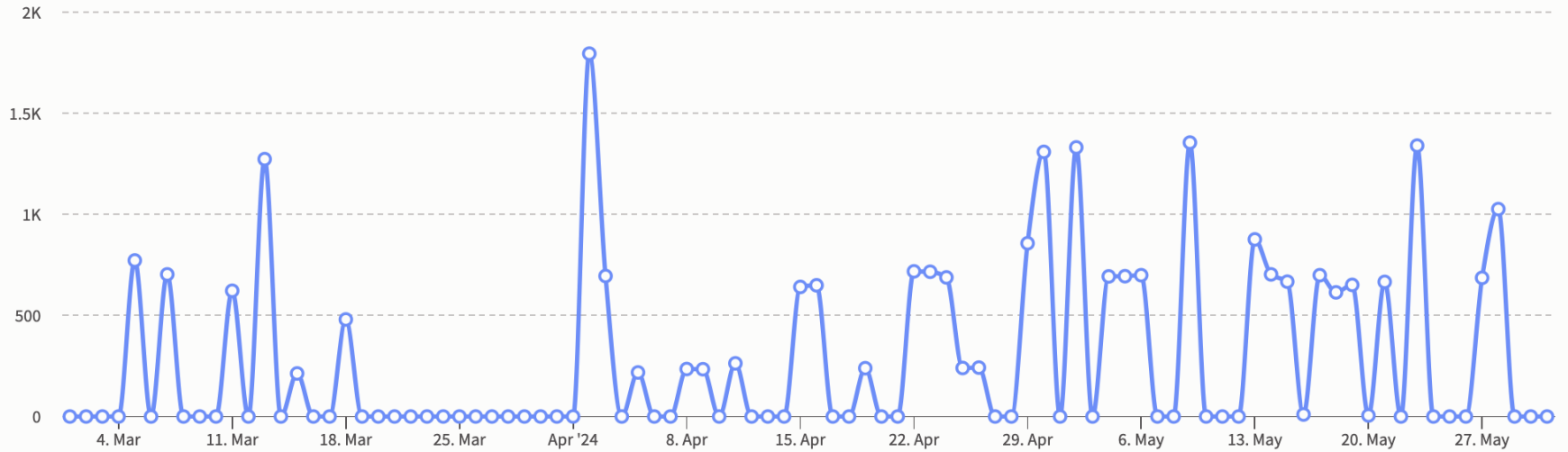
Kat has been testing different types of content across our platforms, discovering that videos (reels) perform the best on both Facebook and Instagram. Notably, Instagram's algorithm is evolving to favour content recommendation and support smaller accounts. Previously, content needed engagement from existing followers to be pushed to non-followers. With the new algorithm, which is currently being rolled

out, every time we post a reel, it will be shown to non-followers. This change gives us a valuable opportunity to reach new audiences and expand our brand reach.

Post impressions 1/3/24-30/5/24 across Twitter, TikTok and LinkedIn

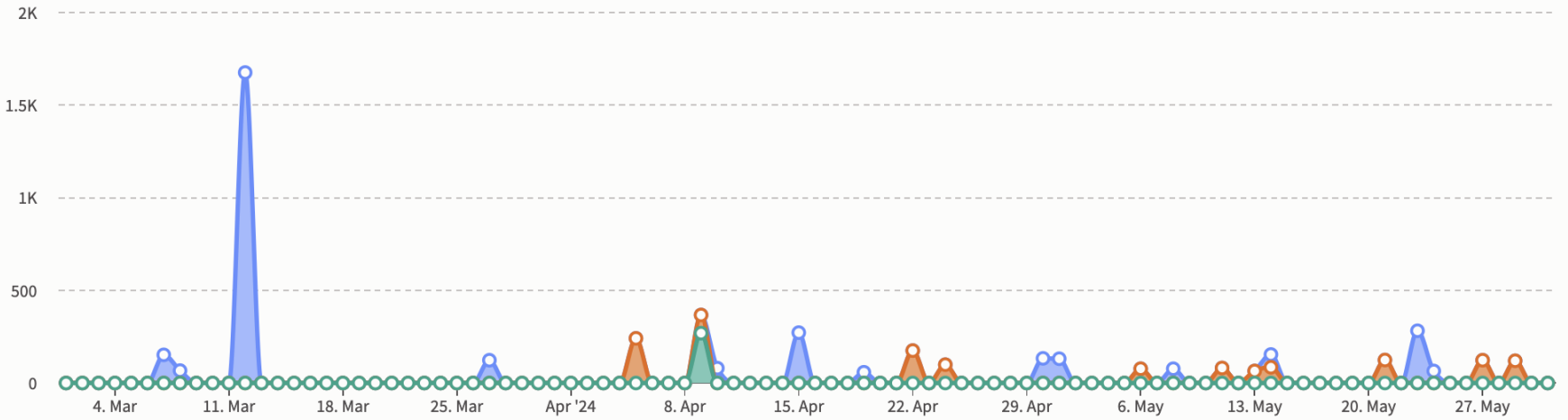


🔊 Post reached audience



📌 Post impressions > Post type

● Photo ● Video ● Link



8. Earned media

3rd April 2024: 'Demand outstrips staffing' for mental health line

<https://www.bbc.co.uk/news/articles/c1066pyz574o>

12th May 2024: Featured on Cambridge 105 Radio's Podcast episode: Cambridge Challenges: How healthy are our Cambridge NHS services? <https://cambridge105.co.uk/challenges-12-05-2024/>

9. Collaborating with partner organisations

We continue to meet regularly with NHS and local authority communications leads at Comms Cell and Warn and Inform meetings.

Engagement

- 9.** During this period there were six health and care forum meetings, bringing together members of the public with local health and care service providers. Topics covered included:
 - Prescribing update (Cambridgeshire and Peterborough Integrated Care System)
 - Palliative care and end-of-life services provided in the community and in hospital settings (North West Anglia Foundation Trust)
 - Virtual Wards
 - Maternity – Ockendon Report
- 10.** During this period 13 different Patient Participation groups were represented at our health and care forums.
- 11.** During March, April and May 2024, we participated in 50 engagement events, speaking to 1033 people and collecting 454 experiences. During this period our engagement team were actively involved in gathering

responses to the Healthy Places Joint strategic Needs Assessment (JSNA) survey in addition to gathering feedback about services.

12. Our Senior Engagement Officer supported an asylum seeker in working with his social prescribing link worker to assist him in integrating in his local community, informing him of services and educational opportunities.

13. Events attended during March, April and May include:

- Muslim Bowel Cancer Event
- Celebrating Togetherness Conference (Peterborough)
- International Women's Day event (Peterborough)
- Cambridgeshire Lupus Conference
- Power Up Festival
- Healthier Weight community appointment day
- Seniors Spring Fair (Cambridge United FC)
- PCVS Poverty Truth Workshop

14. Our engagement team are continuing to work on opportunities to hear more experiences from young people and to get them involved in encouraging their peers to do the same. During this period our engagement team have visited educational settings including:

- Princes Trust
- Power Up Festival (Netherhall school)
- Milton College
- Anglia Ruskin University
- City of Peterborough Academy parent health event
- West Anglia College (Milton campus)
- Facilitating a workshop on vaping at Unloc Youth voice celebration event

- Speaking to carers and young people at Preparing for Adulthood Conference

15. During this period we also attended the following settings to hear people's experiences of using health and care services:

- North Brink Surgery Wisbech
- Clarkson Surgery Wisbech
- Wisbech Jobcentre Plus
- Napier Place Older Peoples Home

Volunteering

- 16.** We currently have 38 'Community Listener' volunteers registered across Cambridgeshire and Peterborough. We continue to actively seek to recruit new volunteers as a priority. We are currently actively recruiting new volunteers.
- 17.** We continue to develop 'Youthwatch', a separate group of young volunteers aged 16-25 years. The group currently has seven active young volunteers. The vaping survey has been completed, yielding over 500 responses. A report is now being compiled to show findings. Some of our volunteers are involved in putting the report together.
- 18.** We are currently planning work to renew our Investors in Volunteers accreditation, working with our assigned assessor, following our previous successful award in 2020.

19. We attend regular volunteer recruitment events to help us recruit for all of our available volunteering opportunities and roles. At a recent event at Anglia Ruskin University 21 people expressed an interest in volunteering with us, leaving their contact details. All of these expressions of interest are currently being followed up.
20. We recently surveyed our volunteers to hear their feedback on working with us. We have collated the results in a short report. Findings from the survey will form the basis of how we work with our volunteers going forward.

Partnership Boards

21. During this period, all five of the Partnership Boards have met. The Wheelchair User Forum has also met. Topics discussed have included:
 - Update on commissioning review of homecare provision in Peterborough
 - Presentation on Cambridgeshire County Council webpages for carers
 - Healthy Places Joint strategic Needs Assessment (JSNA)
 - Combined Authority – Concessionary bus pass scheme
 - Healthy You – Preventative health offer available

Impacts/influencing – Partnership Boards

22. **Sensory Impairment Partnership Board** – raised issues around being able to vote and lack of availability of appropriate support at polling stations. Members are aware of the ability to use a postal vote but many people prefer to vote in person with appropriate support provided. Electoral services in all districts of Cambridgeshire and Peterborough were written to. As well as issues reported to us being explained in

the letter, Royal National Institute for the Blind (RNIB) guidance was also shared. Responses were received from Peterborough, Cambridge, Huntingdonshire and South Cambridgeshire giving assurances that appropriate training would be given to polling station staff to help them support people with visual impairment.

- 23. Carers Partnership Board** – involved in production of a film about work being done to support carers experiencing domestic abuse in collaboration with Cambridgeshire and Peterborough Domestic abuse and Sexual Violence Partnership

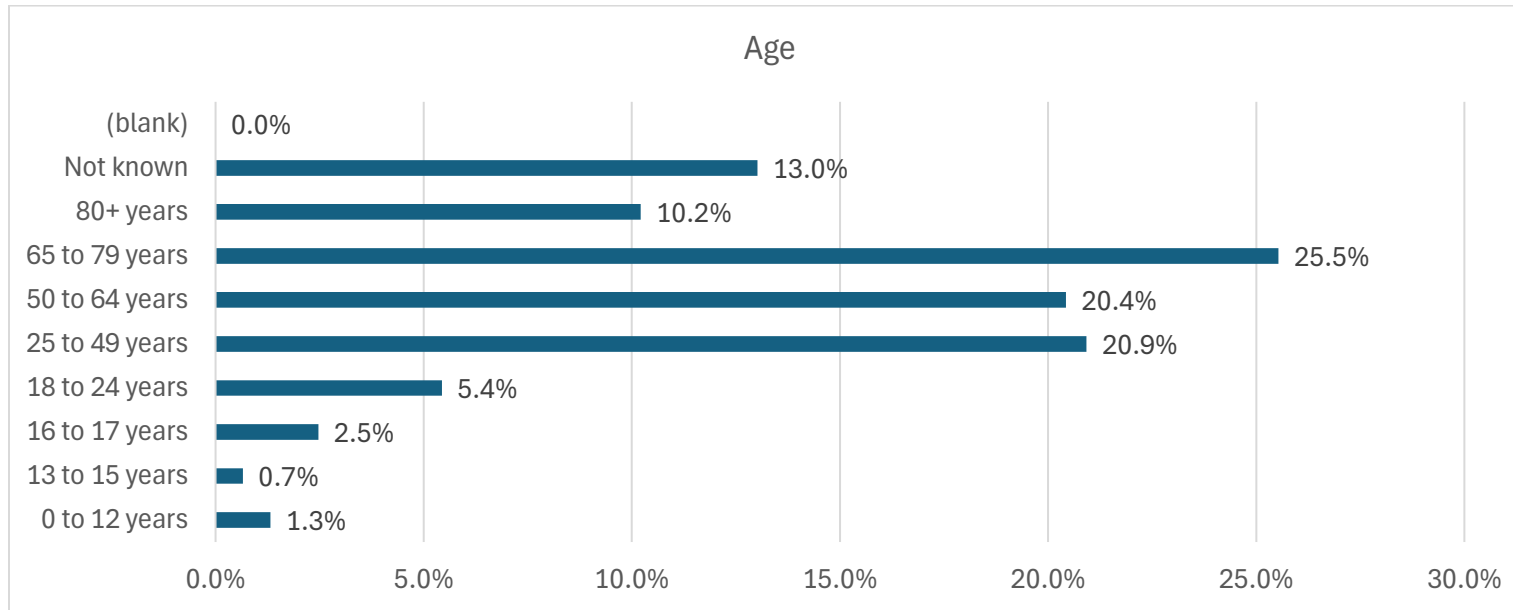
Experiences

- 24.** During March 1st – 31st May we recorded 607 pieces of feedback, 13.2% (83) of these required an element of signposting. 58.4% of experiences recorded came from women, 29.8% came from men, 0.5% from non-binary and the remaining percentage made up from ‘prefer not to say’ and ‘not known’.

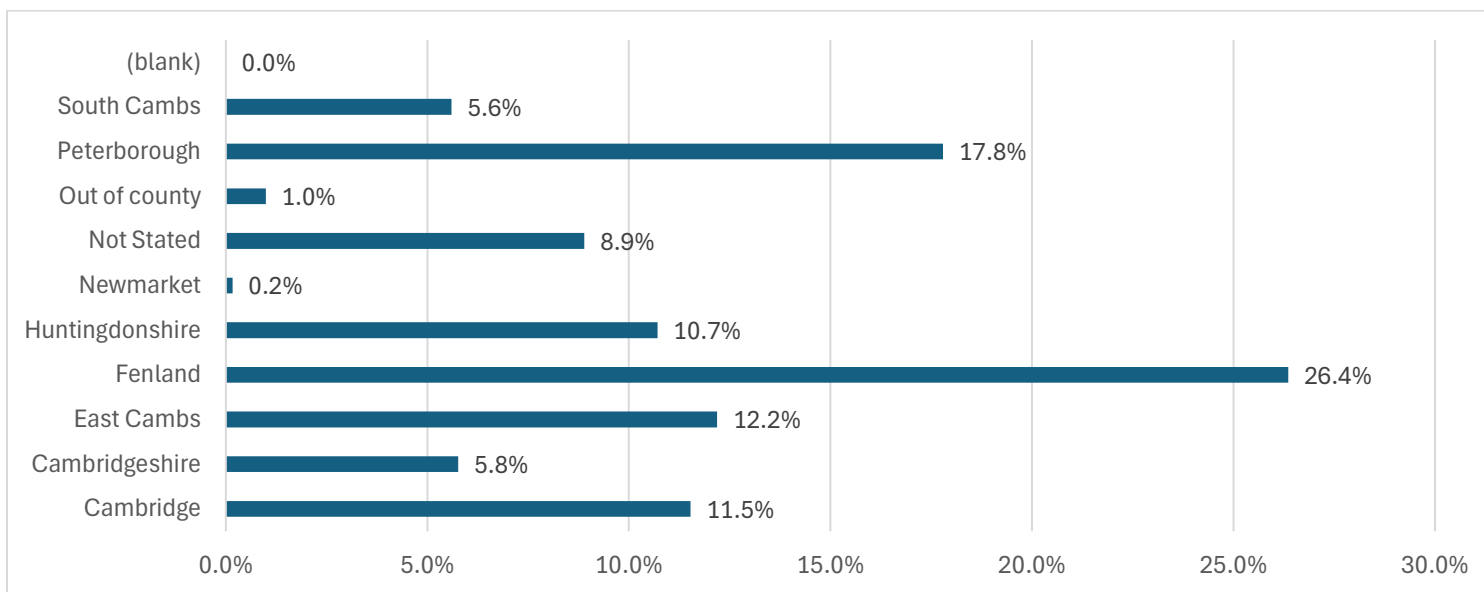
The ethnicity and age distribution is set out in the tables below.

Ethnicity	Percent
Any other ethnic group	0.7%
Asian / Asian British: Any other Asian / Asian British background	0.8%
Asian / Asian British: Bangladeshi	0.2%
Asian / Asian British: Chinese	0.7%
Asian / Asian British: Indian	1.3%
Asian / Asian British: Pakistani	1.8%
Black / Black British: African	1.6%
Black / Black British: Any other Black / Black British background	0.2%
Black / Black British: Caribbean	0.3%
Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	0.7%
Mixed / Multiple ethnic groups: Asian and White	0.2%
Mixed / Multiple ethnic groups: Black African and White	0.5%

Mixed / Multiple ethnic groups: Black Caribbean and White	0.3%
Not known	19.1%
White: Any other White background	5.3%
White: British / English / Northern Irish / Scottish / Welsh	65.7%
White: Gypsy, Traveller or Irish Traveller	0.2%
White: Irish	0.5%
(blank)	0.0%
Grand Total	100.0%



The volume of feedback is greater in locations where the engagement teams have worked in, 69.5% of recorded feedback came directly from engagement events as can be seen from the increased activity in Fenland area feedback.



25. During this period, people are still describing difficulties with accessing GP appointments and we are seeing an increase in problems with prescriptions due to medicine shortages. The main area of feedback are:

- GP practices – 45.6%
- Dentists – 5.9%
- Accident and Emergency – 4.7%
- Pharmacy – 2.8%
- Outpatients – 2.8%

Impacts and influencing.

26. Impacts of Healthwatch Cambridgeshire and Peterborough work from April to May 2024.

1. As part of our work with North Cambridgeshire and Peterborough Integrated Care System, our Community Researchers have completed their first project on digital exclusion, in which they networked with local people to hear their views on how they experience accessing services. A report has been published.

Report highlights impact of digital inclusion on access to healthcare

We live in a digital age. As health and care services continue to adapt to advances in technology and incorporate the benefits it can offer, our digital inclusion survey investigated how this shift is impacting service users. We gathered insights with the aim of informing future service improvements, thus ensuring a more inclusive and accessible healthcare environment for all.

Our report following this survey reveals the level of access to technological devices and use of online services to access healthcare services. Key points raised include:

- Respondents expressed a preference for services that combine digital, telephone, and face-to-face interactions.
- Respondents called for training in using digital services, particularly for older people and those less confident in using online platforms.
- Respondents requested quicker responses and simplified processes, such as reference numbers for follow-ups and straightforward systems for booking appointments.

“Give people a choice over the way they want the service provided. It could be a mixed model of digital, telephone, and face-to-face, but ultimately it should be down to the individual to choose how they’d

like to receive their care.” Respondent to Healthwatch Cambridgeshire and Peterborough digital inclusion survey

Our recommendations, based on the finding of the digital inclusion survey, include taking steps to increase public awareness of digital services, making digital platforms more user-friendly and flexible, and improving accessibility for people with disabilities.

The survey also highlighted the need for a digital inclusion to be widened across communities and address the diverse needs and preferences of our local population

What difference did this make?

- The North Care Partnership will consider those who cannot use or don't have access to digital services in their work moving forward.
- We shared our results at the Cambridgeshire County Councils Digital Strategy launch in May.
- A PPG in Huntingdonshire has organised NHS App training day in collaboration with their Integrated Neighbourhood.

2.

- SA sent feedback from people with a Visual Impairment, mostly regarding the general election. A device called a McGonagle Reader was mentioned aiding blind people to vote independently. <https://pakflatt.com/products/the-mcgonagle-reader> SA asked Comms if we could publicise this. As we are in purdah, comms contacted HWE who approved posts on social media and sent to our Partnership Board members.

Projects

Project name	Description	Status	Comment
Community Researchers SCCP	Initial two-year project to recruit and train volunteers to undertake community engagement and research projects completed. Phrase two now underway.	Green	Follow on funding agreed Dec 23. Top up recruiting and training some new CRs to carry out directed engagement projects within their localities underway. Project one of phrase two to commence following workshop in Mar 24. Update - £25k received June 2024.
Gypsy, Roma, and Traveller project	Lottery funded three-year engagement project to develop a network of volunteer listeners / plan engagement programme, and provide training for frontline NHS, social care, and local authority staff	Green	Initial programme of 16 workshops completed. - Regular engagement programme planned through to end of project in Oct 24. This includes funding for two additional workshops in 2024. HWE award (commended) received Mar 24. Update - Final payment for 2024 – 2025 received – £22k. Project finishes 31/10/2024.
ICS Engagement	Coordination and development of community input into Integrated Neighbourhoods	Amber	Engagement plan for all Integrated Neighbourhood Teams in place, Janine supporting PPG development programme. PPG seminar completed and went well.

			No funding allocated or pledged for this piece of work, however the IN's are paramount in the development of the ICS and all staff, NED's and volunteers need to link up. Update - Jess will be addressing this in the development session 17 th July 2024.
Community Researchers (NCPCP)	Supporting a network of community volunteers to carry out directed engagement projects within their localities. Training element included for network of volunteers	Green	Recruitment of Healthwatch Community Researchers and inductions / training complete. Top up recruitment for some INs in progress. First project of digital exclusion Report completed Feb 24. Update - Funding to 31/10/2024. Project finished 31/10/2024.
Primary Care Access Survey (ICS)	A survey to understand what is important to primary care service users when accessing services. The outcomes of this work will be used to inform the development of the new model of primary care, and to support the GP access recovery plan.	Green	Survey closed Dec 23 -1767 responses. Draft report with Jo Hobson Feb 24 and funding now received. Update - July 2024 – Caroline to follow up with HW completing final summary report which has not been forthcoming from partners.
Facilitation of one HWE Engagement leads meeting.	To run one engagement meeting on behalf of HWE -funding awarded Feb 24. (£500)	Green	Planning meeting with HWE Mar / Apl 24 topic to be agreed. Sue leading.

Facilitation of regional leaders quarterly face to face meeting in September 2024	To run a face to face meeting with regional leaders and chair face to face quarterly meeting (£500)	Green	Jess to follow up, Carole to invoice HWE
Cancer Hospital	Engagement to inform design and environment of the planned Cambridge research hospital.	Green	Caroline to lead on this. Purchase Order received for £5k
Marie Curie	Survey to engage palliative care patients, care givers, family and friends on end of life care. 100-250 responses	Green	Sarah leading on this work, list of partners engaged. £3k invoiced
East of England Secure Data Environment (making data available for research projects, cleansed data authorised by a committee under Data Protection Regs	Hold one focus group on 27 th June 2024. One of eleven in the country	Green	23 members turned up for focus group. Need to invoice £5k.

The current position of Business Development Manager is currently vacant, the project pipeline will be addressed in the development session on the 17th July 2024, in the meantime we have been approach by other organisations to complete the commissioned work outlined in the table above.