

CEO Report

Jan 2025 – Feb 2025

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CEO Summary

Strategy Update

The strategy has been presented for board approval. The five priorities over for next 5 years are:

- Mental Health
- Primary Care (GPs, Dentist, Pharmacy, Eye Care)
- Children and Young People (increased engagement)
- Joined Up Care (the link between primary and secondary care)
- Health Inequalities (speaking up for people who are seldom heard)

As a team we have established outcome measurements for the team, setting a minimum benchmark for the outcomes we will report on moving forward. However, we anticipate achieving significant additional impact throughout the year beyond these core measures.

Care Quality Commission (CQC)

Healthwatch is a formal independent sub-committee of the Care Quality Commission.

CQC has a duty in law to take account of the views and experiences of Healthwatch, and so there is an expectation that Healthwatch and CQC meet regularly and share insight and reports.

The Healthwatch team now hold joint management and operational meetings with the CQC on a quarterly basis, where we share soft intelligence on health services to help inform their inspections. Additionally, the CQC provides recommendations for Enter and View visits. This collaboration has been highly beneficial, allowing us to align our engagement activities with the CQC's priorities while also receiving their input on where Enter and View visits or other engagement efforts could support our new objectives.

Furthermore, the ICB Primary Care Operational Group (PCOG) conducts its own assessments of GP surgeries and other health organisations as an additional safeguard alongside CQC inspections. The PCOG team has recently begun reaching out to Healthwatch before their inspections to request our soft intelligence, further strengthening our role in the oversight and improvement of local healthcare services.

The Dash Report

The Dr Penny Dash report mentioned in the Chair's report, was originally expected at the end of January 2025, is now set for publication in late March 2025. It follows an interim report by Penny Dash on the operational effectiveness of the CQC. This final report takes a broader view, examining the role of arm's-length bodies, including Healthwatch. Healthwatch England has proposed becoming the commissioner for local Healthwatch, shifting funding from local authorities to ensure ring-fenced, equitable funding.

Cambridgeshire & Peterborough Councils

In recent weeks, I have met with the Executive Directors for both Adults and Children in both councils to establish a regular feedback loop that will help shape our strategy moving forward.

Additionally, Jonathan Jelley and I recently met with the Senior Commissioning Manager at Peterborough City Council, who has requested additional work from us, including:

- Establishing a countywide Dementia Panel.

- Conducting a SWOT analysis of Adult Social Care in Peterborough.
- Reviewing Mental Health services in Peterborough.
- Examining direct payments and the experiences of individuals hiring their own personal assistants.
- Potentially conducting targeted focus groups on emerging themes throughout the year

Media Update

Below is a summary of recent interviews I've participated in:

- **Cervical Screening Campaign** – 7th February 2025, BBC Look East, Breakfast TV
- **Pharmacy -Reduction of 46,000 hours over a two year period** – 17th March 2025, BBC Radio Cambridgeshire

Impact

All volunteer representatives attending meetings on our behalf now use a new summary report template. This streamlined form, with a limited word count, ensures we capture key meeting details, the top three highlights, and how the volunteer has contributed—whether by challenging issues or championing the patient voice. These reports will support data analysis and strengthen our ability to demonstrate impact.

For this board meeting, we have decided to showcase the impact the **Partnership Board** team have made over the last six months.

Carers Partnership Board

The Carers Partnership Board continues to advocate for the needs of carers in Cambridgeshire and Peterborough. In 2023, it reviewed the Adult Carers Survey, identifying areas requiring additional support. Local councils are developing strategic plans to address these issues. The Board also raised concerns about

the transition to Universal Credit, ensuring carers were signposted to support services such as Citizens Advice and Disability Peterborough.

Administrative burdens on carers, such as unrealistic response deadlines from social workers, were escalated to relevant social care groups for resolution.

Learning Disability Partnership Board

This Board has significantly influenced policy and service delivery for individuals with learning disabilities. It has addressed concerns arising from the transition from a joint health and social care model to separate assessments, highlighting accessibility and clarity issues. These concerns were raised with the County Council and Integrated Care Board.

The Board was also tasked with assessing improvements in Annual Health Checks, collaborating with Healthwatch and Voiceability.

Learning Disability Health Subgroup

Focusing on healthcare quality for individuals with learning disabilities and autism, this subgroup reviewed findings from the LeDeR (learning from the lives and deaths of people with a learning disability) initiative in November and examined care delivery improvements. Key concerns included poor implementation of continuing healthcare assessments, where missing decision-makers, including those with Lasting Power of Attorney, led to gaps in service. PinPoint is working with the Chief Nurse of the Integrated Care Board to enhance transparency and documentation.

Older People's Partnership Board

The Board has contributed to the Older People's Needs Assessment, emphasising critical issues such as:

- The necessity of face-to-face healthcare appointments
- Independence and mobility
- Environmental concerns, including street accessibility
- The impact of the cost of living crisis
- The role of physical activity in well-being

Physical Disability Partnership Board

This Board has influenced policy discussions on accessibility and healthcare. In February, it examined the Community Navigator Scheme and the need for more accessible GP surgeries. A major concern raised was the lack of wheelchair-accessible weighing scales, with some individuals being advised to visit veterinary clinics. This issue has been escalated to the Integrated Care Board.

Additionally, concerns about the new Patient Transport Service were raised, with feedback provided to the Integrated Care Board Commissioner.

Sensory Impairment Independent Partnership Board

Key discussions in February highlighted accessibility challenges for individuals with sensory impairments, particularly Uber drivers refusing to accept passengers with assistance dogs. Healthwatch raised the issue with local licensing authorities, leading to an investigation by South Cambridgeshire District Council.

Cross-Board Initiatives and Advocacy

The Partnership Boards have driven systemic change through collaborative initiatives:

- **Housing Adaptations and Repairs:** A consultation in October 2024 led to recommendations for district-wide housing policy improvements.

- **Mental Capacity Act Strategy:** A session in January 2025 contributed to developing a more inclusive strategy for implementing the Mental Capacity Act.
- **Pathway 1 – Hospital Discharge:** A consultation in March 2025 supported the development of a sustainable, integrated hospital discharge pathway.

Each Board has played a crucial role in addressing systemic challenges, ensuring that the voices of carers, individuals with disabilities, and older people are heard in policy and service design.

Strategic priorities

Priority	Current activities
1.Promoting Independence & Self-Care	<ul style="list-style-type: none"> • Information Service delivery & reporting • Website information.
2.Access to Primary Care Services	<ul style="list-style-type: none"> • Intelligence sharing with ICB primary care team. • GP procurement evaluations. • Advice on communication materials • Offering advice on Patient Participation Group development and 6 monthly PPG seminars
3.Social Care and Integrated Support Services	<ul style="list-style-type: none"> • Partnership Board activities • Health Inequalities Summit – 2nd October 2024. • 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 through Youthwatch Activity

	<ul style="list-style-type: none"> • Representation at Children’s and Maternity Accountable Business Unit to ensure lived experience is considered in decision-making. Meeting currently on hold due to MNVP procurement.
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. North Place finalises in October 2024. • Regular meetings with partners to ensure regular patient involvement. • 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

What we have been working on

- **Young Healthwatch: Vaping and Young People Report and information**

Published *Youthwatch – Vaping and Young People Report* onto our websites, accompanied with new vaping information page detailing local and national support. Social media used to promote awareness of report and wider support information.

Youth Vaping Under the Spotlight

New advice and information page: [Vaping Information](#)

- **Accessing Healthcare Online Report**

Published *Accessing Healthcare Online* report onto our websites. Cambridgeshire and Peterborough Integrated Care System reported use of insights:

[Accessing Healthcare Online Report | Healthwatch Cambridgeshire](#)

[Digital Front Door findings | News and events | CPICS Website](#)

- **Share for Better Care campaign (24th Feb to 2 March).**

We supported Share for Better Care week, a campaign led by Healthwatch England and the Care Quality Commission. Social media was tailored to support additional engagement events, highlighting the importance of sharing feedback throughout the year. Published article: [Share for Better Care Week | Healthwatch Cambridgeshire](#).

Advice & Information

An audit of Advice & Information resources commenced in conjunction with the signposting team. We created a new vaping information page (see above).

Cervical Screening Communications Toolkit Launch – North Cambridgeshire and Peterborough Care Partnership: We have actively supported the outreach programme, sharing information via social media and our websites. Jess Slater was interviewed by BBC Look East: [BBC Look East | Healthwatch Cambridgeshire](#)

The CQC published a report following an inspection of the mental health crisis services and health-based places of safety run by Cambridgeshire and Peterborough NHS Foundation Trust. We shared comms via social media and the websites to highlight the report and our involvement: [Healthwatch Cambridgeshire and Peterborough Interviewed in CQC Report |](#)

Events

- **Health & Care Forums**

All forums up to October 2025 are live on the websites. We started the new advanced approval meetings with the Chairs, ensuring agenda content is appropriately advertised across our channels.

Following feedback given in February's Peterborough Health & Care Forum, we conducted an interview with a local GP surgery – this will form a case study to be published in March.

- **Partnership Boards**

To bolster visibility of meetings, we have revised the Partnership Boards webpage to ensure events and meeting notes are in date order.

Newsletter

Published 29th January: [Newsletter - Healthwatch Cambridgeshire & Peterborough](#)

26.1% open rate, 6.5% click rate.

Collaborating with partner organisations

We continue to meet regularly with NHS and local authority communications leads at Comms Cell meetings. Recently we highlighted the work of Young Healthwatch to raise awareness and explore collaboration opportunities.

Social Media

Engagement has focused on specific campaigns designed to promote:

- Recruitment: Partnership Board Assistant; Impact and Data Officer; Youth Engagement Officer; Note Taker; Volunteer Chair for Health and Care Forums.
- Events, Joining Partnership Boards, Volunteering, Vaping Report & support information, Impact from Accessing Healthcare Online Report.
- Awareness weeks: Share for Better Care, Eating Disorder Awareness Week, Time to Talk Day.

Analytics (reported 06.03.25)

Facebook: 21,600 impressions (14.4% decrease from Nov-Dec 24), 20,449 users. Top posts include Peterborough Health & Care Forum for Thurs 27th March (1096 reach in 7 hours), engagement team event photos, Share for Better Care.

Instagram: 3787 impressions (13.1% increase from Nov-Dec 24), 5,183 users. Top posts: Share for Better Care, recruitment, engagement team event.

LinkedIn: 8524 impressions (3.8% increase from Nov-Dec 24), 12.5% increase in followers. Key successes: engagement team photos, cervical outreach programme, recruitment.

Tiktok: 15,362 impressions (54.1% increase from Nov-Dec 24), 13,905 users.

Engagement

During this period there were 4 Health and Care Forum meetings, bringing together members of the public with local health and care service providers. Sue Allan, Lead of Engagement is now co-ordinating all four H&C forums which will now run quarterly, for 2.5 hours, with more time for networking. We are currently recruiting for 2 Chairs for Huntingdon and Peterborough. Additional short meetings have been introduced to include the Chairs in the planning of the forums.

Topics covered included:

- Mental Capacity Act Strategy
- REN Project (NIHR) National Institute for Health & Care Research

A separate agenda item will now include a summary of updates from the North Place Integrated Neighbourhood Board meetings. We now have a Healthwatch Representative allocated to each Board meeting. Sue Allan will be co-ordinating this work to ensure we have a clear communication pathway between the Health and Care Forums, Integrated Neighbourhoods and public.

During this period 12 different Patient Participation groups were represented at our health and care forums.

During January and February, we participated in 37 engagement events, speaking to 847 people and collecting 232 experiences. Events are a little lower this period as this is one of our quieter times. However, experiences collected is similar to the previous period.

Our new Cambridge Engagement Officer Ildiko Docsova started in January and has hit the ground running. She is working hard to increase our presence in Cambridge City, East and South. Priorities include, GP surgeries, increasing engagement in East Cambridge, mental health services and young people events.

Events attended during January and February include:

- GP surgeries across (Fenland & Cambridge)
- Good Mood Cafes - CPSL Mind (Fenland, Huntingdon, Peterborough, Cambridge)
- Chinese New Year event (Peterborough)
- Health Day (Ely, East Cambridge)
- Mental Health Day (Peterborough)

Our engagement team are continuing to work on opportunities to hear more experiences from young people.

During this period our engagement team have visited settings including:

- Stanground Academy Careers Day (Peterborough)
- College of West Anglia (Wisbech)
- Long Road College (Cambridge)
- Anglia Ruskin University (Peterborough)

This has included recruitment of young volunteers from these events.

The Head of Engagement and Volunteer Manager have facilitated 2 Youthwatch meetings. Topics have included:

- Planning a new Neurodiversity Project
- Training on neurodiversity and autism from guest speakers

- Input from the group to support the ICB 10 year strategy

We have been liaising with University College Peterborough who will be designing a variety of animation videos in co-production with Youthwatch as a result of our vaping report to share across our social media platforms. These will include health education messages and resources for young people to access. This was a recommendation identified in the report.

Here are just a few more examples of some of the settings we have visited to hear people’s experiences of using health and care services:

- Golden Age event (Wisbech)
- Camsight (St Ives)
- Sanctuary Housing (Cambridge)
- Cervical Screening clinics with the Integrated Neighbourhood teams. (Peterborough & Fenland)

Volunteering

Volunteering role	Number of roles	Number of Individuals
Integrated Neighbourhood Representative (North)	9	5
Community Researcher (South)	6	6
Community Listener	23	22
Authorised Representative	7	4
Youthwatch	12	5
Independent Member	47	42

Non-Executive Directors	9	9
TOTAL	113	93

Some volunteers are in more than one role.

- During January and February our volunteers contributed a total of 321 volunteering hours (163 in January and 158 in February).
- We are in the process of implementing a new volunteer management system, Volunteero. This should make it easier for us to accurately log all our volunteering activity. The system has a linked 'app' which allows our volunteers to directly interface with the system, including completing recruitment tasks and training. They will also be able to input their volunteering hours. The app also allows us to acknowledge and recognise the contribution our volunteers make, but will of course not replace the acknowledgements we make in person including 'thank you' events etc.
- We hope to shortly conclude our re-accreditation of our Investors in Volunteers Award, with assessment taking place in April 2025. We are finalising work we are doing toward the award including making some changes to our Volunteers Handbook and policies, in line with feedback we have received during the process so far.

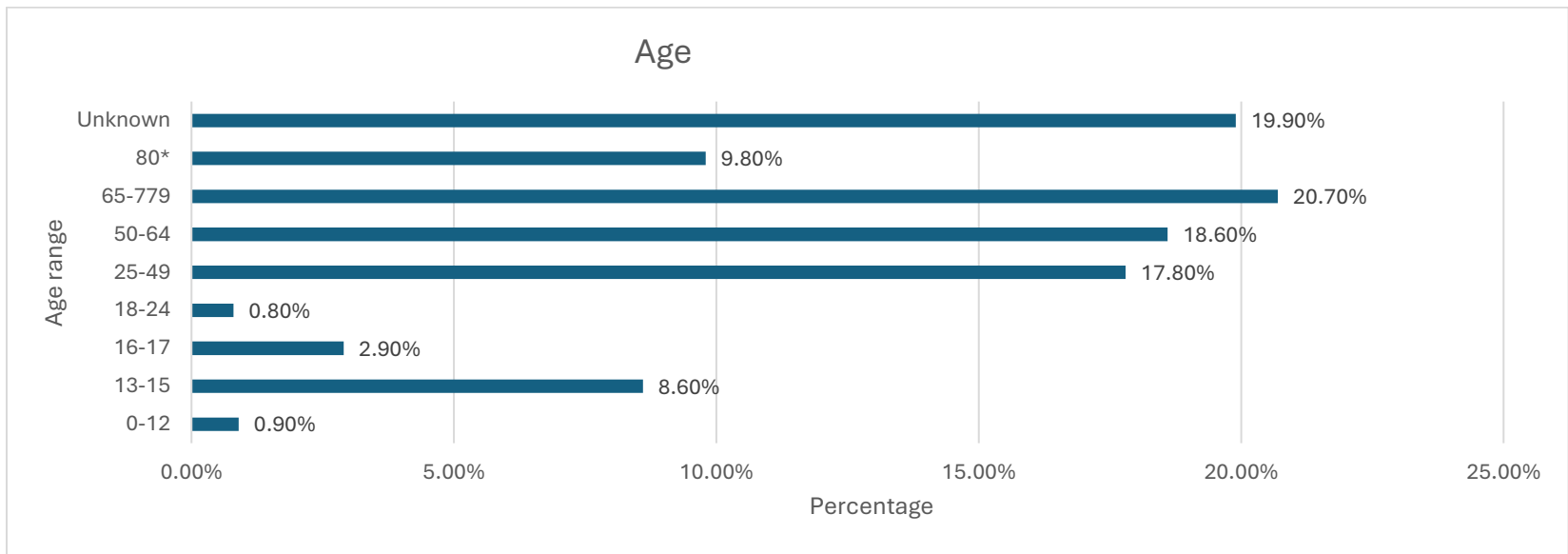
Partnership Boards – within the impact section on the CEO summary.

Experiences

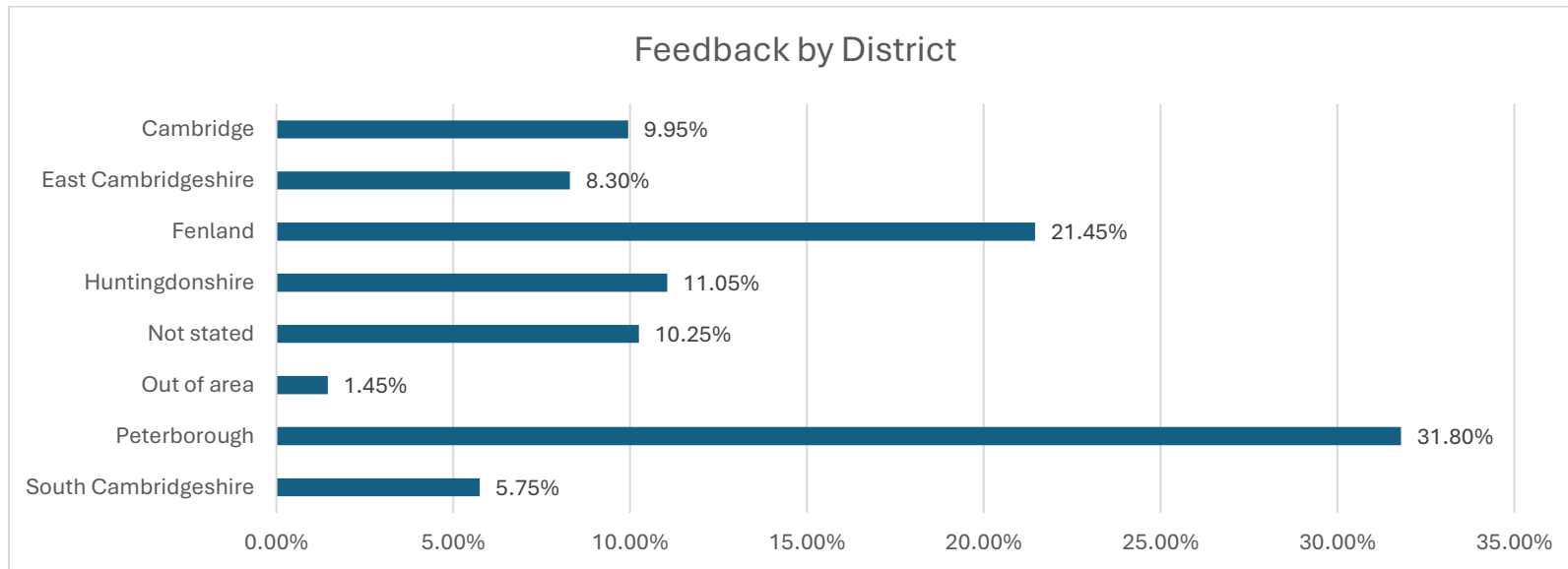
During the period January and February 2025 we recorded 211 pieces of feedback, 19.9% (42) of these required an element of signposting. 62% of experiences recorded came from women, 28% came from men with the remaining percentage made up from 'prefer not to say' and 'not known'.

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

Ethnic Group	Percentage
Any other ethnic group (please specify)	1.87%
Asian / Asian British: Any other Asian / Asian British background (please specify)	0.47%
Asian / Asian British: Chinese	2.37%
Asian / Asian British: Indian	0.47%
Black / Black British: African (please specify)	1.42%
Black / Black British: Caribbean	0.47%
Mixed / Multiple ethnic groups: Black African and White	0.47%
Unknown	26.54%
White: Any other White background (please specify)	5.26%
White: British / English / Northern Irish / Scottish / Welsh	60.19%
White: Gypsy, Traveller or Irish Traveller	0.47%
Grand Total	100.00%



The volume of feedback continues to be greater in locations where the engagement teams have worked in, with 59.7% of recorded feedback directly from engagement events. Following the recruitment of a new Engagement Officer covering mostly Cambridge, South Cambridgeshire and East Cambridgeshire it can be observed that the percentage of feedback has already risen in these areas having been lower in recent months.



During this period, people are still describing difficulties with accessing GP appointments and there has been a slight rise in feedback around this since the last report. We continue to hear dental feedback and feedback on Primary care overall has accounted for 52% of all feedback. The main four areas of feedback are:

- GP practices – 40.76%
- Dentists – 8.53%
- Accident and Emergency – 8.05%
- Outpatients – 4.73%

Projects

Project name	Description	Status	Comment
Cancer Hospital	Engagement to inform design and environment of the planned Cambridge Cancer Research Hospital. ??	Amber	The objectives remain unclear, and we have decided to remove this from the project list until a decision is made on whether public engagement will take place. No funding has been agreed.
ICB Data Sharing	To consult with the public on data sharing. Working in partnership with HW Norfolk and both ICBs. Possible focus group work.	Green	Agreed amount of £1.800 to host one/two focus groups. HW Norfolk to lead on this work and will produce combined report utilising data from focus group/s. We will promote and distribute survey produced by HW Norfolk. Survey started 17 th March 2025.
ICB People & Communities Project	One year project setting up a people and communities engagement group, alongside x2 focus groups on the NHS 10 year plan and the communities engagement strategy. Will become part of the ICB engagement governance.	Green	Paid £20k funding - some funds deferred into 2025-2026 Two focus groups held in January 2025. Data shared with C&P ICB. Working on mapping of HW meetings ahead of deciding on strategy for engaging people around creation of 3 year action plan.

<p>Research Inclusion and expansion opportunities across the ICS (ICS Research & Development, NHS England funds)</p>	<p>Initial 6 month project to March 2025. Create formal structures to link inclusion health; patient, public and community engagement around health and care research; and co-production of research. Create a new ICS-level strategic oversight group for patient, public and community involvement in research, a programme of regular engagement to build community awareness of research outcomes and opportunities.</p>	<p>Green</p>	<p>Informed of successful bid 20/09/2024. Funding of £23,765.00 to delivery work through the utilisation of our health and care forum platforms. Caroline will be leading on this work.</p> <p>Started Dec 2024, presentations at all four health and care forums during January/February 2025.</p> <p>Update March 2025 - Ongoing</p> <p>This project may continue into the next financial year, we are waiting to hear.</p>
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