

**Our Vision** is that health and social care services work well for local people. Where we hear that services are not working for people, especially vulnerable groups, we will speak out.

**Our purpose:** We are the independent champion for people who use health and social care services in Cambridgeshire and Peterborough. We listen to what people like about services and what could be improved. We share what people tell us with those with the power to make change happen.

**Working with others:** Improving health and care requires collaboration between the NHS, councils, charities, and communities. Issues are interconnected, and change happens by listening to people’s experiences. A joined-up approach strengthens services, ensuring they reflect real needs. Working together influences decision-makers and drives meaningful improvements for everyone who relies on these services.

<b>Our Priorities</b>	<b>What we want to achieve</b>	<b>What people have told us</b>	<b>How we will do it</b>
<b>Mental Health</b>	More people will report better service experiences, receive clearer information on what to expect, and benefit from services co-produced with those who have lived experience.	Too many people face barriers like long waits, service gaps, and stigma in accessing timely mental health support.	In 2025, we will spotlight mental health services, support local NHS partnerships, enhance two-way communication, and help people access the right care.
<b>Primary Care: GPs, Dentist, Pharmacy and Eye Care</b>	More people experience better services, receive clearer information, and help co-produce improvements with service providers.	GPs, dentists, and pharmacists are vital, yet 51% of our feedback highlighted access issues, worsening emergency pressures.	Our 2026 Summit will highlight primary care, unite GP groups, support services, strengthen NHS partnerships, and enhance public-provider communication.
<b>Children &amp; Young People Engagement</b>	More young people trust us to amplify their voices, speak up, shape services, and influence change	Many children and young people face barriers to shaping health services, but prioritising engagement supports inclusive, impactful change.	Our 2027 Summit will spotlight youth services, expand Youthwatch volunteer group, enhance engagement, support partnerships, and improve public-provider communication.
<b>Joined-Up Care</b>	More people will have smoother transitions between GPs and hospitals, with clearer referrals and improved care services.	People face delays in care, GP referrals, and poor communication between providers and patients.	Our 2028 Summit will spotlight joined-up care, unite GP groups, support providers, enhance engagement, and strengthen public-provider communication.
<b>Health Inequalities</b>	Greater awareness of barriers, increased engagement, inclusive care improvements, and lived experience consultation in social care.	Health inequalities limit access to care, but listening to experiences and collaboration can create fairer, more inclusive services.	Our 2029 Summit will spotlight health inequalities, showcase progress, amplify voices, host engagement events, and support inclusive partnerships.