

# Healthwatch Cambridgeshire and Peterborough

## Approval of Work Programme 2023/24

### Purpose

1. This report presents next year's work programme to the Board for discussion and approval.

### Key issues

2. The Healthwatch Cambridgeshire and Peterborough work programme is the set of metrics and outcomes embedded in our grant agreement.
3. These are refreshed every year in consultation with the members of the management team.
4. The achievements against the previous year's work programme are appended to the CEO report.

### Action required by the Board

5. The Board is asked to:
  - Approve the work programme 2023/24.

### Author

Julian Stanly, CEO  
26 April 2023

## Work Programme 2023/24

	<b>Overview of activities</b>	<b>Outcomes</b>	<b>Lead</b>
<b>1. Information and intelligence</b>	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	

<b>2. Communications</b>	Develop an annual organisational communications plan based on the communications and engagement strategy.	Communications plan 23/24 in place	Communications Managers
	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.	
	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 regularly updated. Regular social media posts. Develop and maintain media relationships. Design aspects of e-newsletters, newsletters, briefings and promotional materials produced.	Communications Manager (Digital and Media)
	Provide communications support to project activity work – including marketing advice, promotion, and report editing.	Surveys promoted, briefings and reports published. Content of e-newsletters, newsletters, briefings and promotional materials developed.	Communications Manager

<b>3. Community engagement</b>	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.	Intelligence gathered from a broad cross section of communities. Evidence of a range of events and formats used to collect feedback. Increased volume of intelligence received from young people and excluded communities. Increased uptake of participation opportunities by people from excluded communities.	Communities Programme Manager
	Coordinate Partnership Board meetings. Ensure meeting formats are regularly reviewed to ensure they are meeting the needs of Independent Members. Recruit new Independent Members. Integrate intelligence received into main Healthwatch Database.	The best channels are used to facilitate the best engagement.  50% target of Independent Members met for every Partnership Board. Evidence of increased intelligence and actions taken as a result.	
	Increased profile of Health and Care Forums specifically amongst communities at risk of health inequalities. Increase the range of topics discussed.	Evidence of increased engagement of people from excluded communities and opportunities for their stories and experiences to be shared. Increased attendance from local people.	

	<p>Secure renewal of our Investors in Volunteers award.</p> <p>Range of roles developed, reviewed and feedback collected for learning.</p> <p>Providing support to colleagues who are recruiting to other volunteer roles.</p>	<p>Investors in Volunteers award gained. New roles embedded and strengthened.</p> <p>Training programme reviewed and strengthened as indicated.</p> <p>Consistent approach to volunteering.</p>	
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<b>4. Projects</b>	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 Managers coordinating the ICS projects and ensure effective delivery of the project objectives.	Effective delivery of the ICS projects 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.	

<b>5. Strategic influencing</b>	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, focused on adult social care, drawn from all Healthwatch networks, including Council-commissioned Partnership Boards and Local Healthwatch Forums.	Opportunities for local people, strategic commissioners, providers and voluntary sector partners to learn from sharing knowledge and experiences.  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.	

<b>6. Finance and workforce</b>	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/C EO
	Maintain overview of HR systems and support to managers where required	HR updates to General Purposes Group – including Tender for HR support Services.  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.	
<b>7. Governance</b>	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