

CEO Report

December 2022 – March 2023

Highlights.....	1
Strategic priorities	2
Communications	3
Engagement	7
Volunteering	9
Partnership Boards	10
Impacts and influencing	12
Projects	14

Highlights

1. This report updates the Board on activities from December 2022 to the end of March 2023. Revising the dates of the Board meetings to allow quarterly reports has meant that there has been a gap of four months since the last meeting.
2. This CEO report has been prepared by Sandie Smith, the outgoing CEO, with contributions from Julian Stanley, the new CEO.
3. The second Health Champion report, Tackling Health Inequalities, was published in February. The findings have been extremely well received, staff are now presenting the findings to a range of decision-making boards and groups across the health and care system.
4. Our ICS-funded projects will continue in the coming year. See projects summary below. Our project and comms leads are working hard to recruit Community Researchers for the North Cambs and Peterborough Care Partnership (NCPCP) work.
5. As a result of the Healthwatch England Volunteering Inclusion Ambassador programme we have identified barriers to volunteering that people from disadvantaged communities might face and are working hard to remove these.
6. The annual information and signposting report to Board is a separate item on this agenda.

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

7. What we've been working on.

In this period, we have continued to support Healthwatch England's Because We All Care and maternal mental health campaigns, as well as publish news and advice articles (see Our websites). We have undertaken recruitment campaigns for a new Communications Manager (Digital & Media) and for Healthwatch Community Researchers. We have produced new leaflets to support volunteer recruitment. And finally, we have promoted our stakeholders survey, Tackling Health Inequalities report and Healthwatch summit.

8. Our websites

Our strategy focuses on encouraging those who are digitally able to feedback online and regularly updating our content with news articles, blogs, events and advice articles. New content during this period has included articles about delivery of the Accessible Information Standard, our recent 'Tackling Health Inequalities' report, and the success of our Partnership Boards in highlighting issues around social care and financial assessments. The majority of users find us through organic search.

9. Social media engagement

In this period, our social media engagement has been focused on targeted campaign activities to promote our stakeholders survey, recruit Healthwatch Community Researchers, and support partner organisations' campaigns, such as 'Feel Brighter'.

Reach

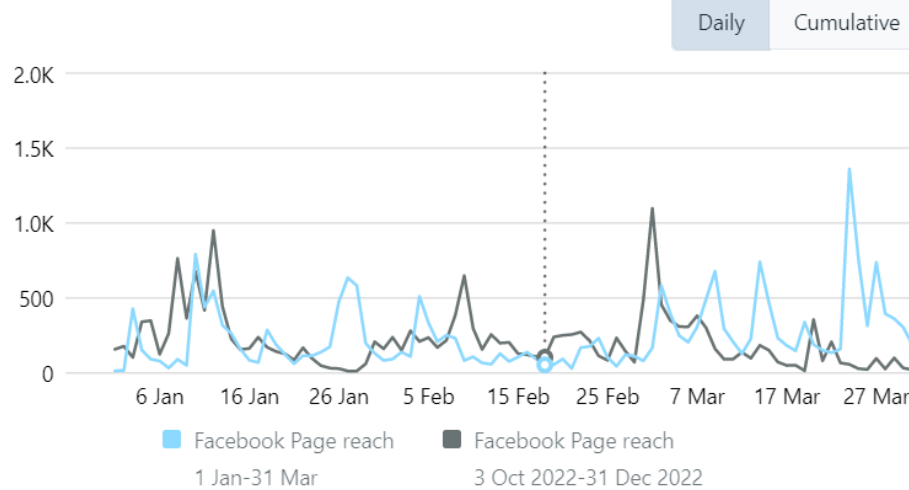
Compare your reach from this period to the previous one. [See more about your content performance](#)

Facebook Page reach ⓘ

13,306 ↑ 31.7%

Instagram reach ⓘ

1,016 ↑ 53.5%



Facebook page reach 1/1/23-31/3/23 compared against reach 3/10/22-31/12/22

Reach

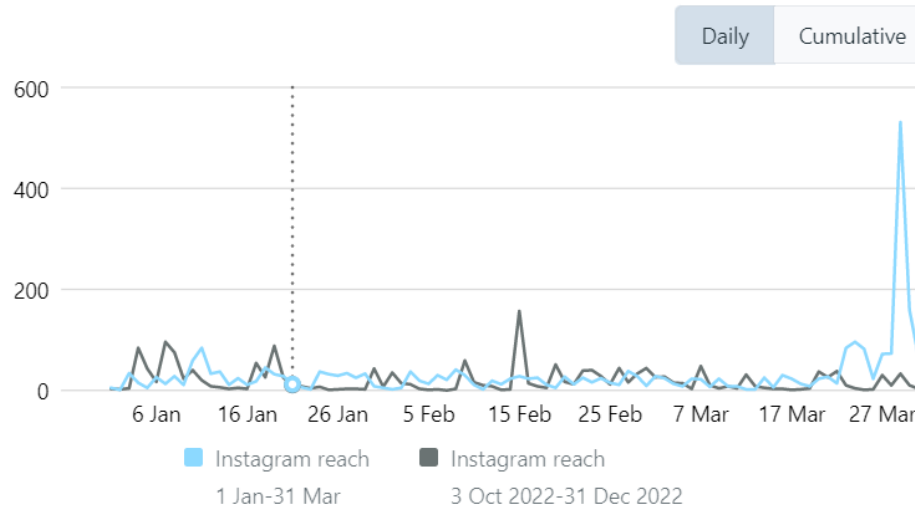
Compare your reach from this period to the previous one. [See more about your content performance](#)

Facebook Page reach ⓘ

13,306 ↑ 31.7%

Instagram reach ⓘ

1,016 ↑ 53.5%

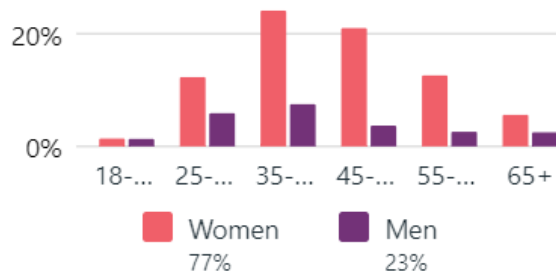


Instagram page reach 1/1/23-31/3/23 compared against reach 3/10/22-31/12/22

Facebook Page followers ⓘ

1,497

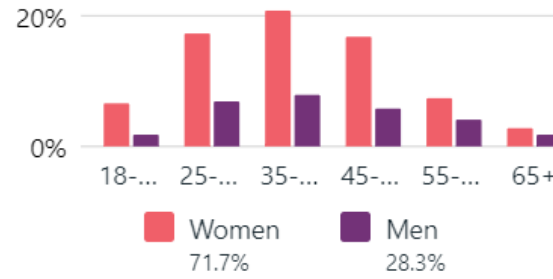
Age & gender ⓘ



Instagram followers ⓘ

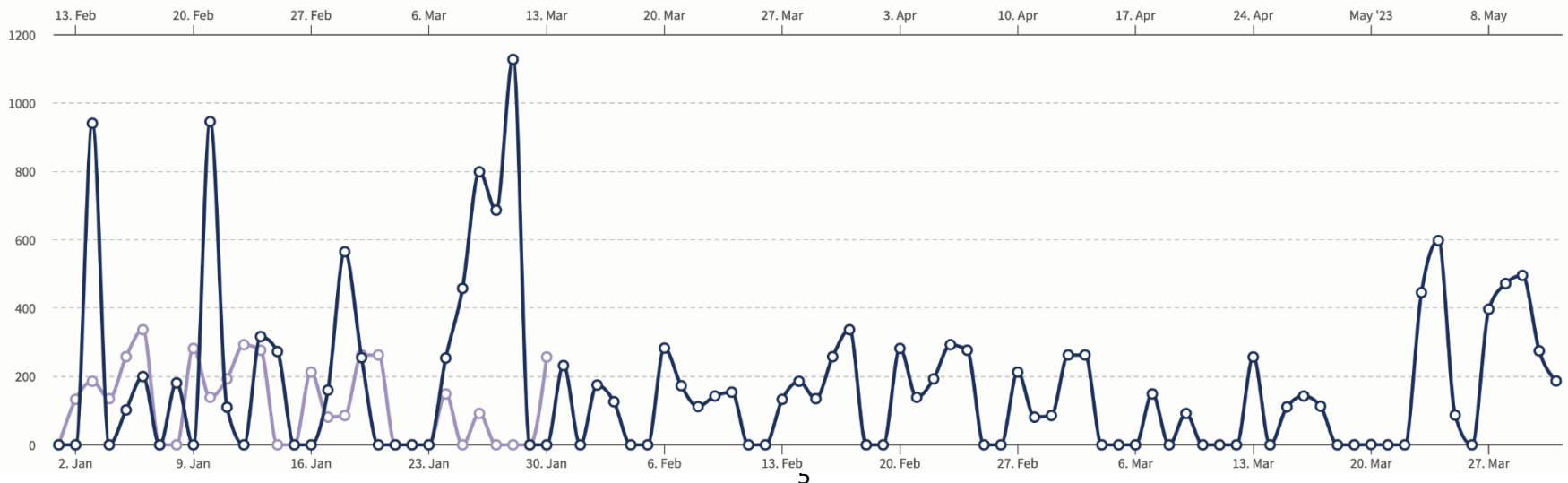
759

Age & gender ⓘ

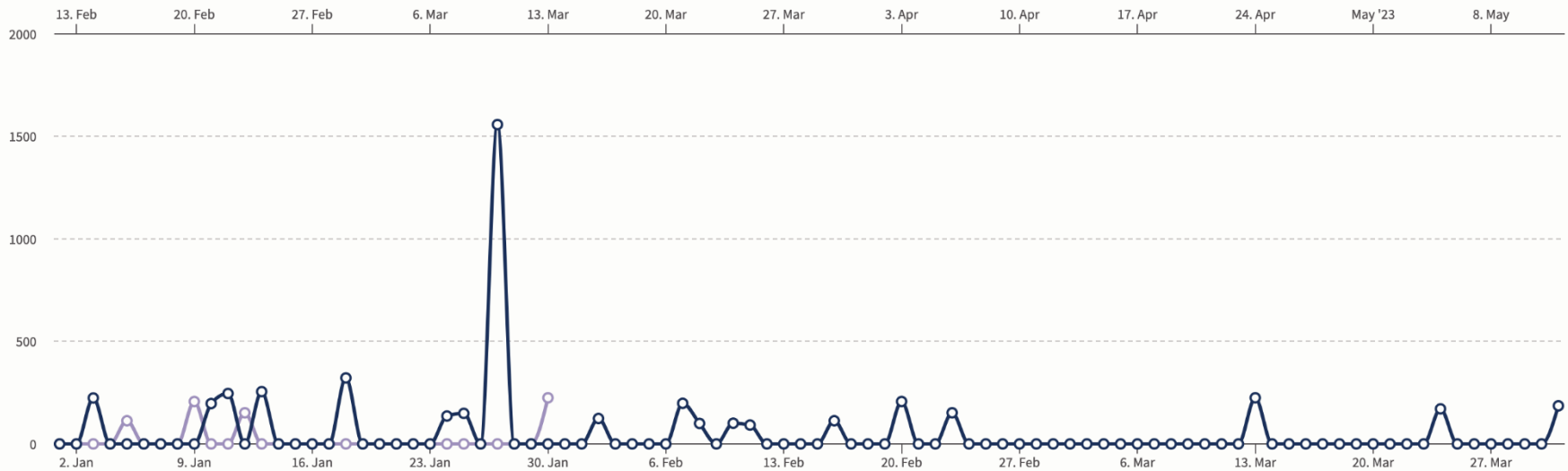


The highest engaging audience of men and women are 35-44 year olds on both Facebook and Instagram

Post impressions



in Post impressions



10. Earned media

Coverage in the traditional media, including local press articles covering the findings of our recent 'Tackling Health Inequalities' report, and local radio appearances about the challenges faced by the NHS, the Priors Field Surgery and the situation around access to NHS dental care.

11. Working with partner organisations

We continue to meet regularly with NHS and local authority communications leads at Comms Cell and Warn and Inform meetings. In this period, we have continued to feed back on the Let's Talk Campaign as well as being involved in discussions around issues including industrial action within health services.

Engagement

14. During this period there were eight health and care forum meetings, bringing together members of the public with local health and care service providers. Topics covered included:

- Presentation on addiction and support available by KC Cade, SUN Network
- YANA – Improving agricultural and rural mental health in East Anglia
- Cambridge University Hospitals Trust – AAA screening
- Armed Forces Covenant – Thomas Kelly – Huntingdonshire District Council

At these meetings we hear people's views and concerns around their care including messages which reflect a need for better communication around changes to the system, particularly in primary care.

Providers and commissioners who come to the meetings are able to take these experiences back to their organisations.

15. During December 2022 and January, February and March 2023, we participated in 63 engagement events, speaking to 807 people and collecting 341 experiences. During October 2022, 65% of feedback stories heard were through engagement events.

16. During this period we have continued to focus on increasing the number of experiences we hear from young people. During this period we have visited Netherhall school in Cambridge and attended a number of 'Young Mums' groups. Our Engagement Manager and Volunteers Manager are working together to develop a pilot for a project with schools.

- 17.** With cost of living being a key concern for local people, our engagement team have attended further cost of living events to hear people's experiences, including one at Thistle Moor Medical Centre in Peterborough, also a number of Warm Hubs.

- 18.** We have continued to engage with groups from a diversity of ethnic backgrounds including during this period the Chinese Community in Peterborough, a Warm Hub event with the Nigerian Community in Peterborough, also Access Supporting Migrants in East Anglia and Cambs Ukrainian group.

- 19.** Other events we have attended during this period include, International Golden Age Fair, Orchard House care Home in Wisbech, Brampton Dementia Friendly Community, Camsight peer support groups in Chatteris and Wisbech.

Volunteering

- 20.** There are currently 30 active volunteers, based across Cambridgeshire and Peterborough. We are currently recruiting new volunteers and have four potential new volunteers going through our recruitment process. Our Communications Team have worked with our Volunteer manager to produce a volunteer recruitment leaflet which we are now able to use.
- 21.** We now have five young volunteers who are under 25 years of age. Our Volunteer Manager and our engagement team are working together to arrange an initial Young Volunteers meeting which will be held online during the early evening to fit in with school/college/work commitments. This initial meeting will be to discuss areas of concern for our young volunteers.
- 22.** We are in the process of renewing our Investors in Volunteering accreditation. We have been assigned an assessor and will be undertaking work over the next few months to evaluate our work with our volunteers.
- 23.** We are registering for 'The Big Help Out' site, which is a festival of volunteering to commemorate the Coronation.

Partnership Boards

- 24.** During this period all the Partnership Boards have met, with the Learning disability Partnership Board, Older People's Partnership Board and Carers Partnership Board having met twice. The Wheelchair User Forum has also met on one occasion.
- 25.** Topics covered included:
- AAA screening service
 - Safe soulmates
 - Older adults Mental Health (SUN Network)
 - Discharge from hospital/Transfer of Care Team
 - Parent carer issues and the carers Strategy refresh
- 26.** Issues raised and impacts from Partnership Board meetings during this period included:
- As raised previously by the Older People's Partnership Board, an update from Social Care revealed that the waiting time of referral to assessment was now at 7 weeks an improvement on recent times.
 - People with Dwarfism were not originally prioritised for covid vaccinations etc unless by age. This was raised locally through the Partnership Board and nationally by Little People UK. They are now being included in priority groups for vaccinations for covid and flu etc.

- Discussed concerns regarding e-scooters particularly the privately owned e-scooters being illegally used on public highways. The Partnership Board is part of the Combined Authorities Stakeholder Group on the pilot scheme of hired e-scooters in Cambridge City.
- Concerns were raised about the handover process of new chairs to the person requiring it. People have been given their new chair but final checks about positioning, cushions and comfort have not been carried out. Wheelchair Service are now working to review their handover processes to ensure that the handover is a success.

Impacts and influencing

- 27.** These are some of the impacts of Healthwatch Cambridgeshire and Peterborough work from December to March:
- i. We continue to compile and share intelligence with the commissioner and provider of Children and Young People's Mental Health Services. We have seen some improvements, including a commitment to embedding transitional services up to the age of 25.
 - ii. We have collected feedback from people regarding medication shortages and pharmacy closures and are planning further research in this area.
 - iii. During delivery of the Health Champion project we saw an opportunity for funding for a voluntary organisation setting up a service for homeless people. We then facilitated an introduction to the ICB Equalities Team who were looking to support that type of work.
 - iv. On advice from one of our NEDs, the ICB will continue to include ear wax removal in the local commissioning agreement that GP practices are asked to sign up to.
 - v. We have highlighted to commissioners that the All Age Autism Strategy is not being progressed and look forward to seeing actions to reinvigorate the supporting work programme.
 - vi. We have advised the Department of Health and Social Care (DHSC) on the development of a leaflet regarding NHS dental services. Highlighting the reality is that people cannot access any NHS dental care.
 - vii. We have brought the Healthwatch England report on GP referral difficulties to the attention of our ICB and requested action to address people's poor experiences.
- 28.** We have submitted responses to four consultations and a government inquiry:

- i. Greater Cambridge Partnership Transport Strategy
- ii. Cambridgeshire County Council: Restructuring of communities and youth services
- iii. CQC stakeholder survey
- iv. NICE stakeholder survey
- v. Department of Health and Social Care NHS dentistry inquiry.

29. A number of compliments have been received over this period. The comment below shows how valuable it is to keep building links with all communities, especially those who are facing more challenges in life. Our Engagement Manager received this after visiting the Afghan Women's Lunch Club:

'After the trauma and journeys the women have been through, we sense they are all beginning to feel settled and more at home, and the sort of event we had today really boosts their sense of being valued and wanted here.'

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	Amber	Second project fieldwork has been completed, report published, and findings shared. Next project paused, awaiting further funding decision, which has been delayed from March 23 to May / June 23
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	15 workshops now completed for 383 professionals. Programme of community engagement established. Volunteer recruitment ongoing. 18-month funding review due May 23
ICS Engagement	Coordination and development of community input into Integrated Neighbourhoods	Green	New project manager in place from Jan 23. Engagement plan to link into all Integrated Neighbourhood Teams to establish needs / support required
Community Researchers (North ICP)	Supporting a network of community volunteers to carry out directed engagement projects within their localities. Training element included for network of volunteers	Green	Replica of SICP Health Champions project. New project manager in place from Jan 23. Recruitment and training of volunteers underway
Micro -Enterprises (CCC) contract monitoring	CCC contract with Community Catalysts, piloted in East Cambs. Short survey of service users to assess quality standards.	Green	Survey sign off and project plan to be completed by end of May 23. Service user engagement from June 23

Volunteer Manager Training workshops	To plan and deliver two workshops for Volunteer Managers from other local Healthwatch on behalf of Healthwatch England	Green	Workshops planned for Oct 23 and Feb 24
--------------------------------------	--	-------	---