

CEO Report

Oct 2023 – Dec 2023

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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 October to 31st December 2023.

- 1.** An updated projects summary is shown below, together with a list of projects in development.
- 2.** Our annual summit, 'Social Care: Meeting the Challenges' took place on 11 October at the Kingsgate Conference Centre in Peterborough. At the event, which was very successful, we heard from key note speakers including Sarah Pickup – Deputy CEO, Adult Social Care & Health and Jan Thomas – Cambridgeshire and Peterborough ICB. We also heard a powerful account of lived experience of accessing social care services from Vera Shilling who is an Independent Member of our Sensory Impairment Partnership Board. The day also included workshop sessions for attendees to participate in and there was also a 'Question time' session Hosted by Stewart Francis. The panel consisted of: Kit Connick (ICB Chief Officer, Strategy and Partnerships), Miriam Martin (CEO, Caring Together), Cllr Richard Howitt (Chair of Health and Social Care Scrutiny Committee, CCC) & Stephen Taylor (Executive Director, Adult Social Services)
- 3.** We conducted a Primary Care Access Survey to gather peoples experiences of accessing Primary Care services, such as GP services. The survey was conducted independently by Healthwatch Cambridgeshire and Peterborough with the support of NHS Cambridgeshire & Peterborough. The survey received an excellent 1767 responses. Valuable insight from the survey will be used to help NHS & Cambridgeshire & Peterborough shape how our local services are developed for the future to ensure they continue to meet local needs. A report into the findings will be released early in 2024.

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

1. What we have been working on

In this period, we have continued to support development and rollout of the digital inclusion survey and primary access survey (in conjunction with the Integrated Care System). In both cases, we produced communications plans to help deliver these surveys.

We have promoted the forums, including the Disability Hate Crime Awareness event and the Young Wheelchair User's Forum. We have begun promoting our vaping project with our young volunteers via social media communications and sharing with our networks. We have also attend meetings to help promote our organisation and the work we do.

Finally, we have been involved in producing comms to support the recruitment of a new CEO.

2. Our websites

In this period, we have published eight news and two advice articles on our websites.

We have continued to explore opportunities to switch our website content management system from Drupal to WordPress to help make the sites more flexible and accessible to users. Healthwatch England has confirmed that we cannot amalgamate our two websites under the current arrangements, but they have noted our desire to do so, along with similar enquiries from other Healthwatch.

3. Social media engagement

During this period, our social media engagement has been focused on targeted campaigns to promote:

- The summit, pre and post event
- The Primary Access Survey
- Digital inclusion survey, as part of the digital inclusion project run by our Community Researchers.

- Youthwatch Vaping survey for 11-25 year olds
- 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
- The Health and Care Forums
- Julian on the BBC discussing the £2,000,000 funding boost for drug and alcohol misuse in Cambridgeshire and Peterborough
- Disability Hate Crime blog

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:

- Arthur Rank Hospice ReSPECT Campaign
- Integrated Care System Winter Vaccine Communications
- East of England Cancer Alliances' Let's Talk About Cancer Virtual Event
- Integrated Care System Text HEAR to 85258 Toolkit
- Integrated Care System It's Ok to Ask- shared decision making campaign
- Integrated Care System Waiting Well Service
- Cambridgeshire County Council Mental health support after miscarriage, loss and traumatic birth survey
- Addenbrooke's Hospital Patient representatives for pneumonia project
- Integrated Care System Home for Lunch- early discharge support campaign
- Cambridgeshire Deaf Association Hearing Aid Maintenance sessions
- Integrated Care System Winter pressures communications toolkit

Facebook page reach 1/10/23-31/12/23

Performance

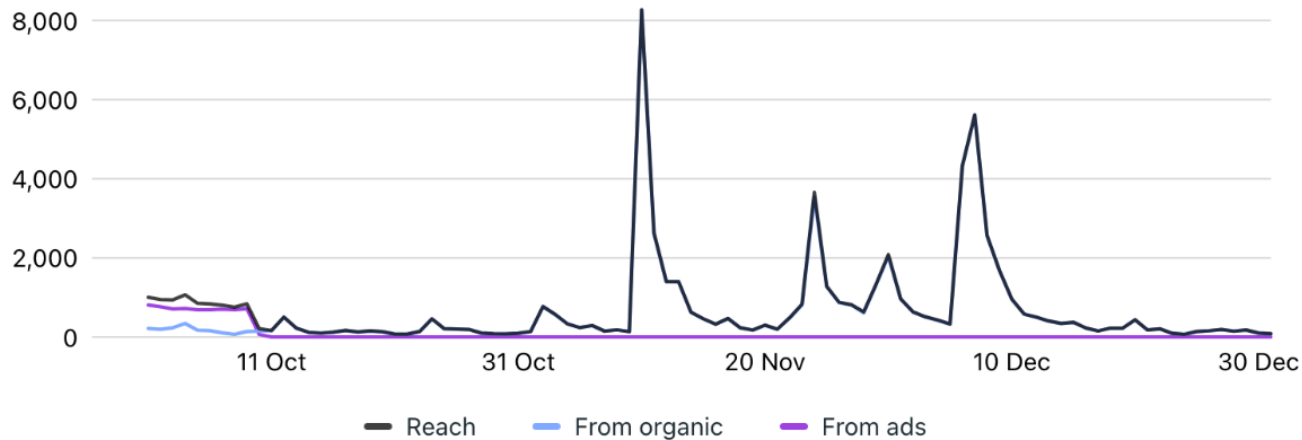
Daily Cumulative ⓘ

Reach ⓘ
37.3K ↑ 86.5%

Content interactions ⓘ
727 ↑ 11.3%

Followers ⓘ
Lifetime
1.6K

Link clicks ⓘ
569 ↑ 289.7%



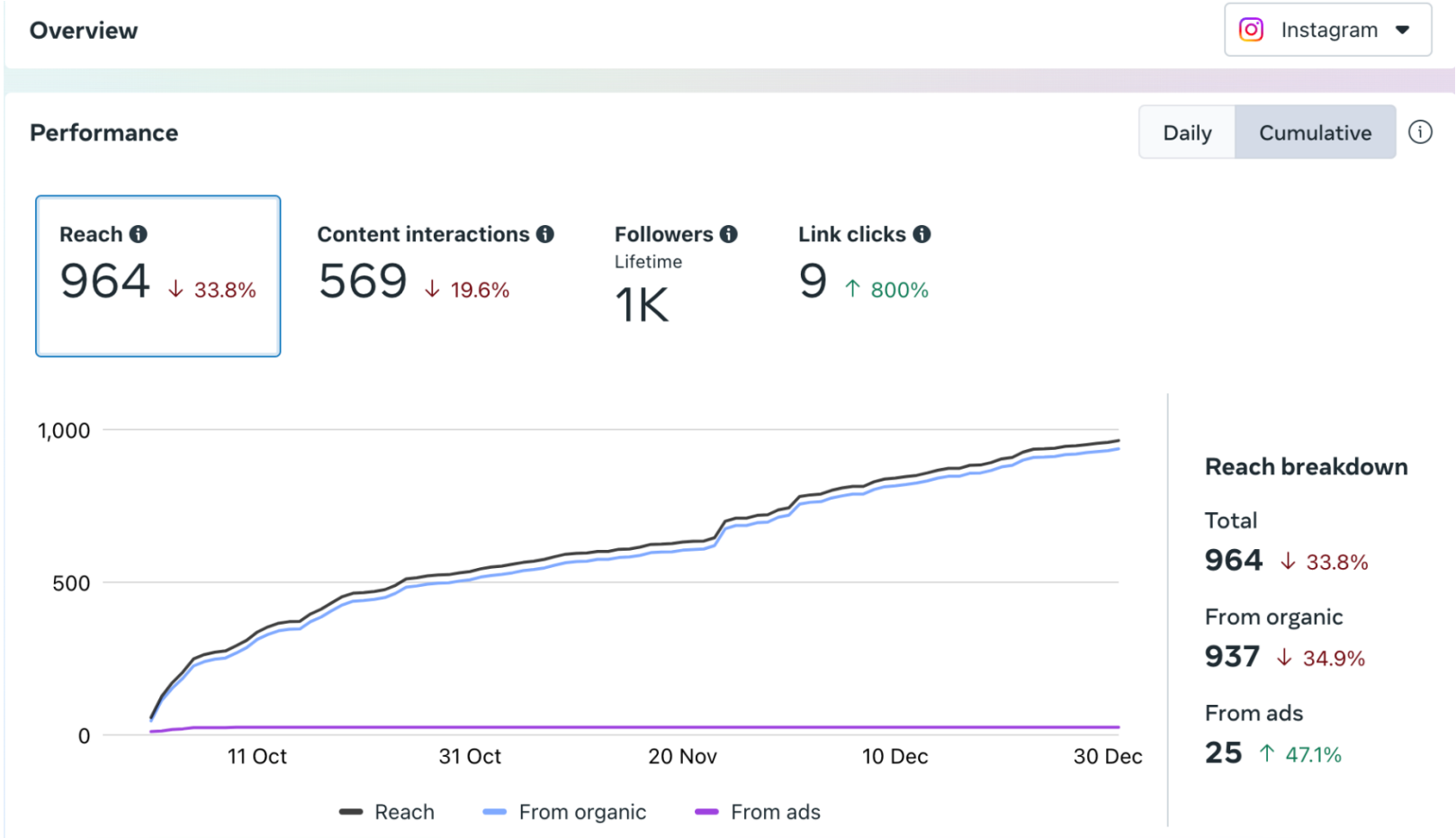
Reach breakdown

Total
37,312 ↑ 86.5%

From organic
35,534 ↑ 92.3%

From ads
4,349 ↑ 152.1%

Instagram page reach 1/10/23-31/12/23



We have noticed a decline in our Instagram reach for this quarter. Instagram regularly updates its algorithm to enhance user experience and prioritise content. The recent algorithm adjustments may have affected the organic reach of our posts, however we had an 800% increase in link clicks to our websites through social media.

Benchmarking







Facebook

Business comparison

Businesses to watch

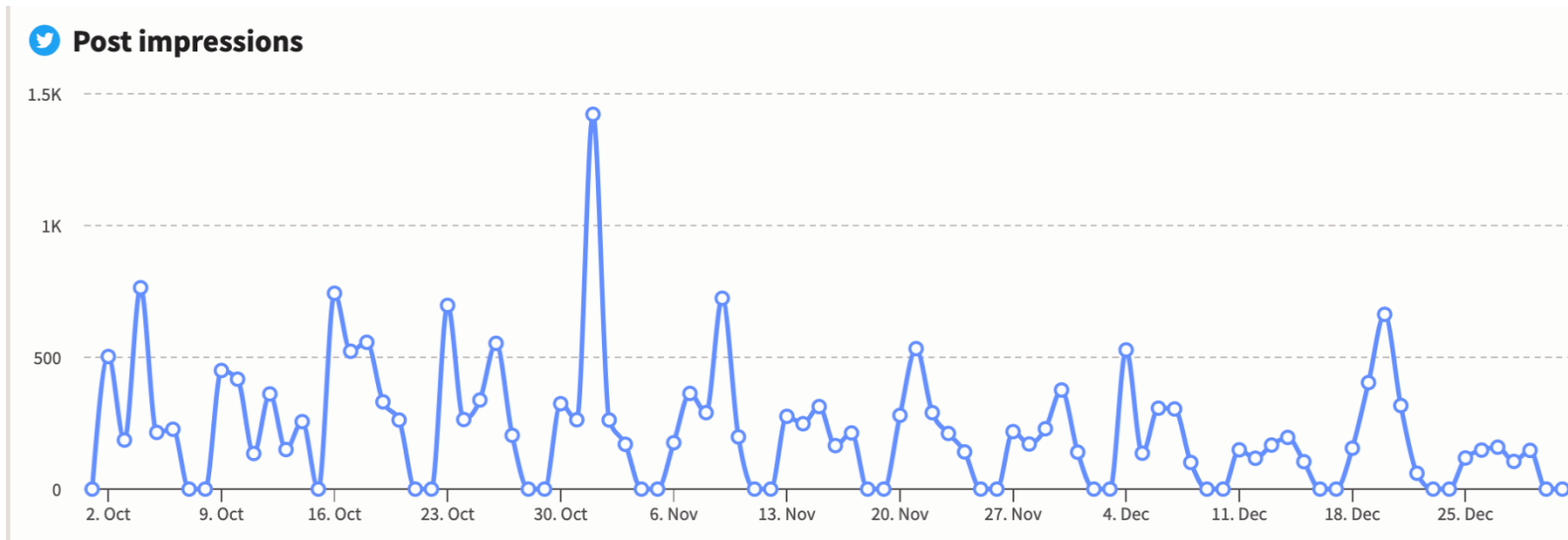
Compare the performance of your business and content with similar businesses on Facebook.

+ Add Businesses

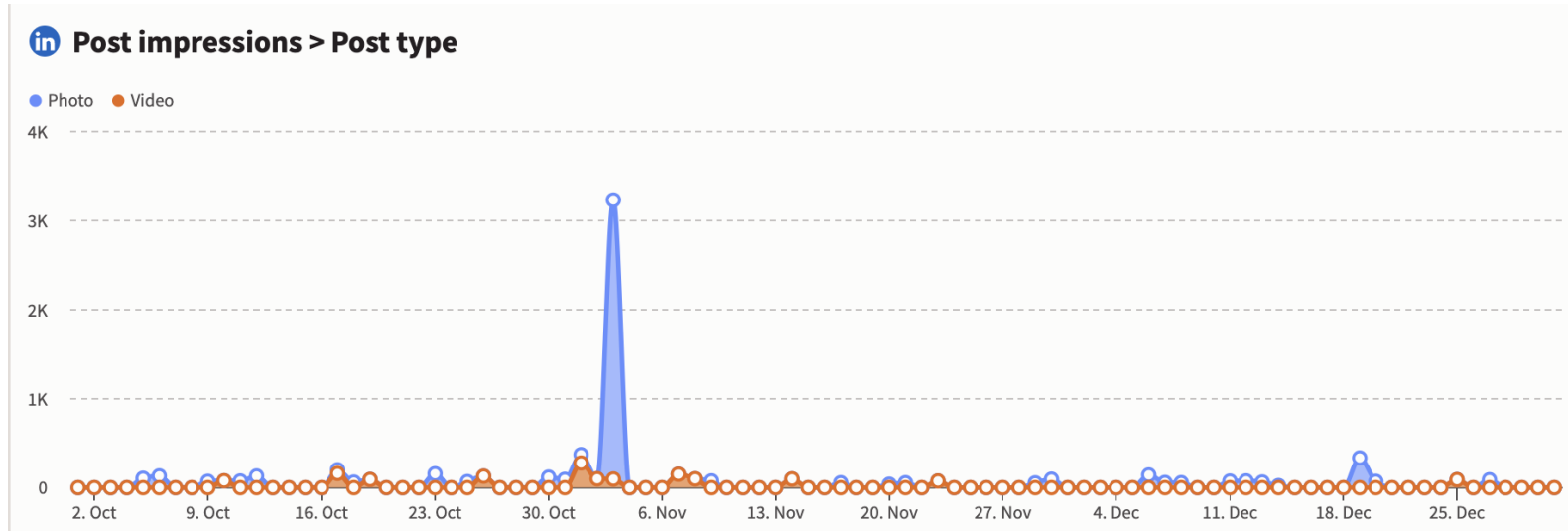
Page	Page likes ↓	Page likes change ↑↓	Published content	
 Healthwatch Bedford Borough The independent consumer champion created to gather and represent...	1.6K	↑ 23	167	...
 Healthwatch in Cambridgeshire and Peterborough We are your local health and social care champion.	1.4K	↑ 7	63	...
 Healthwatch Essex Healthwatch Essex is an independent charity. We use your voice to im...	1.4K	↑ 4	18	...
 Healthwatch Lincolnshire The consumer champion for health and social care in Lincolnshire	1.2K	↑ 10	18	...
 Healthwatch Suffolk We use people's experiences of health and social care to shape, influe...	1.2K	0	17	...
 Healthwatch Norfolk Healthwatch Norfolk gather people's views of health and social care s...	1.1K	↓ 2	38	...

In our assessment of performance on Facebook, we've conducted a comparative analysis against similar Healthwatch organisations for the period spanning from 18 December 2023, to 14 January 2024. Over the course of the last 28 days, we've observed that our activity has consistently surpassed that of other Healthwatch operating within this category. This includes a higher frequency of posts and stories shared, demonstrating our commitment to engaging our audience and maintaining an active online presence.

Twitter post impressions 1/10/23- 31/12/23



LinkedIn post impressions 1/10/23- 31/12/23



4. Earned media

- Julian appeared on BBC Radio Cambridgeshire discussing the £2,000,000 funding boost for drug and alcohol misuse in Cambridgeshire and Peterborough
- BBC Look East TV report, covering the Summit
- BBC News, featured an article on the front page of their worldwide site on adult social care, featuring Vera Shilling from our partnership boards and named Healthwatch Peterborough and the summit within the article.

- Julian appeared on BBC Radio Cambridgeshire discussing the issues of finding an NHS dentist in Cambridgeshire.

5. 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

- 14.** 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:
 - Cambridge Cancer Hospital co-production on design
 - Local Integrated Neighbourhood updates
 - Cornerstone Pregnancy Advice
 - Transforming Intermediate Care
- 15.** During October/November/December 2023, we participated in 37 engagement events, speaking to 849 people and collecting 257 experiences. During this period our engagement team were actively involved in gathering responses to the Primary Care Access Survey which had an impact on the number of feedback stories gathered, particularly in November.

16. Events attended during October/November/December include:

- Pinpoint Conference
- Diverse Communities Forum – Wisbech
- Women’s wellness day – Central Mosque, Peterborough
- Roma community event – Peterborough
- Sawtry Community Day
- Cost of living Fairbrite event – Cambridge

17. 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. The team, alongside our Volunteer Manager, are liaising with local regional colleges with the aim of commencing a pilot involving recruiting and training a number of Young Health Ambassadors, who are young volunteers carrying out peer engagement in schools. They are also involved in developing our ‘Youthwatch’.

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

- Jobcentre Plus Huntingdon
- Jobcentre Plus Cambridge
- St Johns Support Hub, Peterborough
- Peterborough Regional College
- Cambridge Regional College

Volunteering

- 19.** We currently have 38 volunteers registered across Cambridgeshire and Peterborough. We continue to actively seek to recruit new volunteers as a priority. During October/November/December we have recruited seven new volunteers, with a further five in the recruitment process.

- 20.** We delivered the first of two online training sessions as part of a piece of work we were commissioned by Healthwatch England to carry out, due to recognition of our good practice. A further session will be delivered in February.

- 21.** We are developing 'Youthwatch', a separate group of young volunteers aged 16-25 years. The group currently has eight active young volunteers. The group met in January to discuss their first chosen piece of work which is a survey of young people on vaping. So far they have gained over 400 responses. The group are also actively working on designing a logo and strapline, agreeing a code of conduct and guidelines around safe use of WhatsApp.

- 22.** Our Volunteer Manager is also working with the engagement team on developing work with the Young Health Ambassadors.

Partnership Boards

- 23.** During this period, all Partnership Boards and also the Wheelchair User forum have met. Topics discussed have included:
- Community Micro Enterprises (Carers Partnership Board)
 - Campaign for heart health checks (Learning Disability Partnership Board)
 - Health and wellbeing of Nepalese people in Peterborough
 - Cambridgeshire Police – use of stop and search
- 24.** Work to recruit to each of the Partnership Boards continues. Our Partnership Development Manager has engaged with a number of other organisations including steel Bones (Physical Disability Partnership Boards) and CDA Hearing Help (Sensory Impairment Partnership Board). Further engagement is planned for early in 2024.

Impacts/influencing

- 25. Sensory Impairment Partnership Board** – Combined Authority – Climate Partnership – part of a panel on the impact of electric vehicles on people with disabilities. 1) Highlighted the need for Audio/Visual announcements on busses, improved information at bus stops, quietness of electric buses and the suggestion that busses announce they have arrived – similar to the ‘vehicle reversing’ announcement that other vehicles have. 2) Electric charging points for people’s cars, issues of private charging where cables are on the pavement causing trip hazards and potential to wrap around the small wheels on wheelchairs.

- 26. Learning Disability Partnership Board** – Cambridgeshire County Council – Adults and Health Committee, responded to a request on key issues impacting on the health of people with learning disabilities. Provided them with information about 2 issues. 1) Annual health checks (not happening, or no follow up after tests such as diabetes etc), 2) Information not being provided in the right format as required in the Accessible Information Standard.
- 27.** Discussion with Public Health about the upcoming JSNA on Healthy Places and involvement of Partnership Boards

Experiences

27, During October 1st – December 31st we recorded 439 pieces of feedback, 17% (76) of these required an element of signposting. This compares to 413 for the same period in 2022 and 699 in 2021.

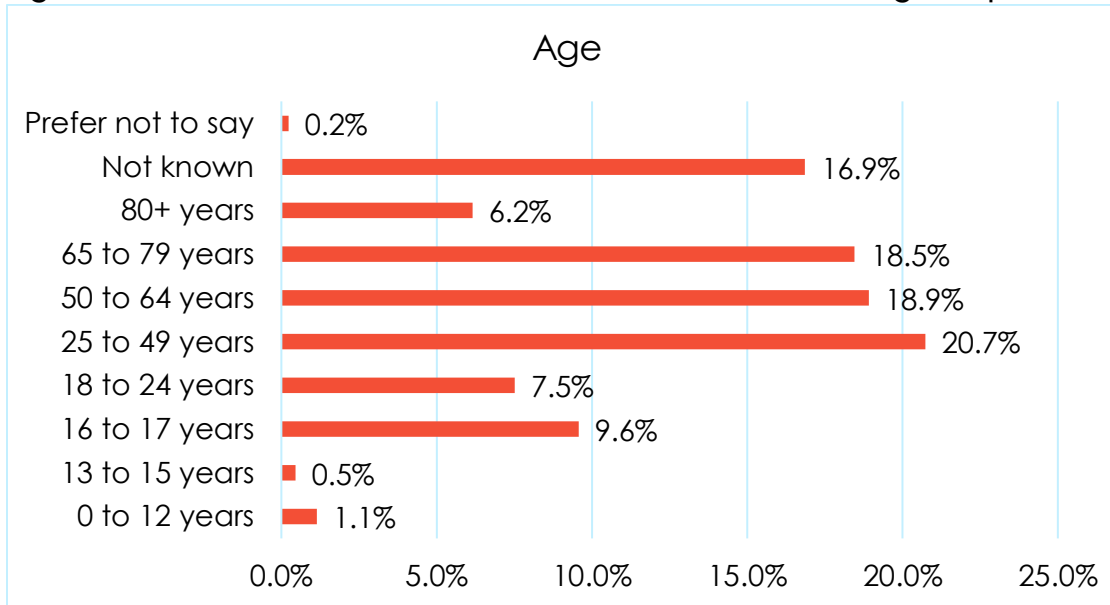
53% of experiences recorded came from women, 33% came from men, and the remaining percentage made up from 'prefer not to say' and 'not known'.

Ethnicity and age distribution is set out in the tables below.

Ethnicity	Percent
White: British / English / Northern Irish / Scottish / Welsh	58.1%
Not known	21.6%
White: Any other White background	7.1%
Any other ethnic group	3.0%
Black / Black British: African	1.8%
Black / Black British: Caribbean	1.1%

Mixed / Multiple ethnic groups: Black Caribbean and White	0.9%
Prefer not to say	0.9%
Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	0.9%
Asian / Asian British: Pakistani	0.7%
White: Irish	0.7%
Mixed / Multiple ethnic groups: Asian and White	0.7%
White: Gypsy, Traveller or Irish Traveller	0.5%
Asian / Asian British: Bangladeshi	0.5%
Asian / Asian British: Indian	0.5%
Asian / Asian British: Any other Asian / Asian British background	0.5%
Arab	0.5%
Mixed / Multiple ethnic groups: Black African and White	0.2%

Age of the residents who shared feedback with us during this period:



24% of the experiences we recorded came from Cambridge City residents, closely followed by Peterborough, Huntingdonshire, and Fenland. Only 3% of experiences recorded came from East Cambridgeshire residents and 4% from South Cambridgeshire. Volume of feedback is greater in locations the engagement teams have worked in, 62% of recorded feedback came directly from engagement events.

During this period, many people described difficulties with accessing services and booking appointments. A lack of communication between staff and patients was a prominent theme during this period, as well as service delivery, organisation and staffing, and a lack of continuity of care. The service areas we heard about most were:

- GP practices
- Dentists
- Accident and Emergency
- Outpatients
- NHS 111

Impacts and influencing.

28, These are some of the impacts of Healthwatch Cambridgeshire and Peterborough work from October to December:

- i. We have been involved in an ICS Outcomes Framework Development Stakeholder workshop and will attend a feedback session to hear a summary of what was discussed including next steps in late January.

- ii. Involvement at interview panel for Cambridgeshire south Care Partnership Director of strategy and Partnerships
- iii. We provided feedback gained from our Learning Disability Partnership Board to the Cambridgeshire county Council Adults and Health Committee relating to:
 - Annual health checks
 - Experiences relating to attending routine and urgent health appointments
 - Receiving information relating to their health and care in an accessible format
- iv. We are holding a SCICP Community Researcher workshop this month. This will include an agenda item with ICB colleagues feeding back on the impacts and changes made as a result of the community researchers first two projects. The projects were focused on Health Inequalities and Urgent and Emergency Care at Addenbrookes.
- v. In November we submitted our 2nd Year project report to our funder (Reaching Communities –National Lottery). This included a section detailing the positive changes that had been reported by ICS colleagues 6 months post attending one of our Gypsy, Roma and Traveller cultural awareness workshops.

Projects

Project name	Description	Status	Comment
Health Champions (South ICP)	Initial two-year project to recruit and train volunteers to undertake community engagement and research projects completed. Phrase two now started.	Green	Follow on funding agreed Dec 23. Awaiting contract, email of funding intent received. 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 from Jan 24.
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 now completed. - Regular engagement activities planned for 2023/2024. Budget plan for second half of project signed off May 23. Two-year report completed Nov 23.
ICS Engagement	Coordination and development of community input into Integrated Neighbourhoods	Amber	Engagement plan for all Integrated Neighbourhood Teams, to link in relevant representation reps/ establish support required in place. Janine supporting PPG development programme-launch meeting well attended. Project progress report submitted Oct 23. Currently In discussion re follow on funding for 24/25 with ICS colleagues.

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	Initial recruitment of Healthwatch Community Researchers and inductions / training complete. Top up recruitment for some INs in progress. First project of digital exclusion engagement period complete. Report writing Jan 24.
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	Engagement now complete, over 1700 responses to survey received. Report writing underway with first draft due end of Jan 24.
Volunteer Manager Training workshops	To plan and deliver two workshops for Volunteer Managers from other local Healthwatch on behalf of Healthwatch England	Green	Training materiel revised and complete. First workshop completed Oct 23 and second to be run by Feb 24.
Urgent Care 111 ICB public engagement survey	To promote and assist with completion of an ICB hosted survey ahead of upcoming Urgent Care 111 and Clinical Advice service procurement.	Green	Lauch date of survey tbc Jan 24. Project launch meeting planned.

Project Development Pipeline:

Cancer Hospital	Public engagement plan around Core20PLUS5. Focus on accessibility and inclusion for new hospital.
NHS- CT Project	Working with ICB on priorities areas and a tender being finalised with HW C & P as a delivery partner on CVD health inequalities and prevention. Jan 24 seeking appropriate funding source.
IVF services review	Engagement around potential changes and eligibility for local IVF services.
Decarbonisation of healthcare research project with University of Cambridge	Research bid to include public engagement on aspects of this research that affect local people. Jan 24 -Uni of Cambridge seeking new funding source.

<p>HIHR Funded Project (Aligned to HW England Strategy)</p>	<p>To undertake co-created public research to understand the values, needs and barriers to engagement and ethical data use in under-served groups in Cambridgeshire and Peterborough, specifically young people, and their parents/carers. Potential link with Cambridge University.</p>
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<p>East of England Ambulance Service Trust</p>	<p>Discussions are underway with EEAST and HW C & P, Suffolk and North Essex to undertake survey work and projects relating to service users feedback on local ambulance, paramedic and community-based emergency services provided by EEAST.</p>
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