

CEO Report

April 2023 – June 2023

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Highlights

1. This report updates the Board on the wide range of activities undertaken by our Staff and volunteers during the period spanning April 2023 to the end of June 2023.
2. An updated projects summary is shown below, together with a list of projects in development.
3. Engagement via social media and our website continues to grow. Discussions are taking place concerning the development of a single Healthwatch website, complete with navigation tools that will allow the public to choose specific events, projects, and information by location. A detailed proposal and cost-benefit analysis will be submitted to the GPG for consideration in the autumn.
4. The number of people using our information service in the period reported has continued to increase. An internal review and evaluation of our information service will be undertaken in July.
5. An assessment of our internal processes and systems is well underway. I will produce a report on our strengths, areas for improvement and development and present this to the GPG in September
6. As CEO, I participated as a panellist in the ICB Health Innovations showcase event and gave keynote talk at Anglia Ruskin University's as part of their day long Health and Community Research event, attended by academics and health practitioners and community groups based in Cambridge and Peterborough. I also gave two radio interviews to celebrate the 75th anniversary of the NHS, and was invited to give Healthwatch's perspective on BBC radio Cambridgeshire's breakfast show, concerning the future provision, changes to the way GP services are being delivered, the impact that staff shortages and the difficulty of recruiting doctors to work in primary care. I attended the recent ICB Accountable Business

Units development workshop in Ely and continue to meet and develop relationships with key stakeholders across the region.

- 7.** The ICB have accepted my invitation to present the new (draft) patient outcomes framework to HW staff in August. The aim is to garner feedback, to sense check the language used to ensure the document is comprehensible and is responsive to the concerns we hear from the public, prior to its publication in the Autumn.

- 8.** A new date for our Annual Summit has been announced. It will now take place on October 11th at the Kingsgate Conference Centre in Peterborough. Arrangement are underway to review the shape of the day, speakers, workshop content and coordination for the day. The theme is unchanged: Adult Social care – Meeting the Challenges. Tickets are available on Eventbrite and further information can be found on our both our websites.

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

9. What we have been working on

In this period, we have been compiling and editing this year's Annual Report, as well as publishing news and advice articles (see Websites section). We have been building connections and working practices with other internal teams. In particular, we have liaised with the Information Team to set up and streamline processes for checking content and archiving consent to share experiences forms. We have also worked closely with the Engagement Team by attending events and volunteers' meetings to find out how we can better support them.

10. Our websites

We have been in contact with Healthwatch England to prepare for the migration of our content management system from Drupal 7 to Drupal 9, providing information necessary for them to complete the upgrade in early August. Most users continue to find us through organic searches.

New content during this period has included:

- Tenth anniversary – a review & look ahead.
- A call for new Non-Executive Directors
- Healthwatch Chair receives Lifetime Achievement Award
- Concerns raised about the availability of NHS dental services.
- New hospitals announcement
- Celebrating Healthwatch volunteers
- Improved transport initiatives for patients
- World Blood Donation Day – save lives, give blood.
- Accessible Information Standard
- New Healthwatch Community Researcher project

- Six-week postnatal checks failing many new mothers.

11. Social media engagement

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

- Non-Executive Directors to join the board.
- 10 years of Healthwatch
- Stewart's lifetime achievement award
- Pride month
- Volunteers' week
- Carers' Week
- World Blood Donor Day
- Mental health awareness week
- Maternal Mental Health
- Signing up to our newsletter
- Upcoming events our Healthwatch engagement team are attending.

These campaigns have signposted the public to our websites for further information.

We have supported partner organisations to promote the following campaigns:

- Wear it green day- ICS.
- Men's health week- Men's Health Forum
- Healthy eating week- NHS
- Tourette's awareness month- Tourette's Action UK
- World Elder abuse day- Cambridgeshire and Peterborough Domestic Abuse & Sexual Violence Partnership
- Diabetes Week- Diabetes UK

- Dementia action week- Alzheimer's Society
- Get lippy month- The Eve Appeal
- Fenland Dementia Survey
- Wearables Survey- British Heart Foundation
- Frailty Campaign- North West Anglia Hospitals
- The SUN Network- Homecare survey
- Pride Month- ICB
- See Sport Differently- Royal National Institute of Blind People (RNIB)
- Staff housing survey- ICB
- Preparing for patients- Cambridge University
- Well together this spring- ICB
- Let's Talk survey- ICS
- NHS reservists- ICS
- Spring booster campaign- ICB
- UK emergency alerts system- Resilience Direct Gov
- Community involvement survey- Cambridge University Hospitals

We have set up TikTok and Nextdoor as additional platforms. TikTok has a huge and rapidly growing user base, meaning we have an opportunity to reach a vast audience that might not be present on other platforms. In particular, the younger generation. TikTok users are known for their high levels of engagement. The platform's short-form video format encourages users to consume content quickly, increasing the likelihood of our content being viewed, liked, and shared. The Nextdoor app is focused on connecting neighbours and communities within specific geographical areas. This means that as an organisation, we can target a highly localised audience and reach potential members of the public, building a strong presence within the community. The community-orientated nature of Nextdoor makes it a conducive platform for word-of-mouth marketing. Users frequently ask for recommendations for local services, products, and

businesses. By providing information and advice on Healthwatch and what we do, we can generate positive word-of-mouth referrals and build brand recognition.

Reach

Compare your reach from this period to the previous one.

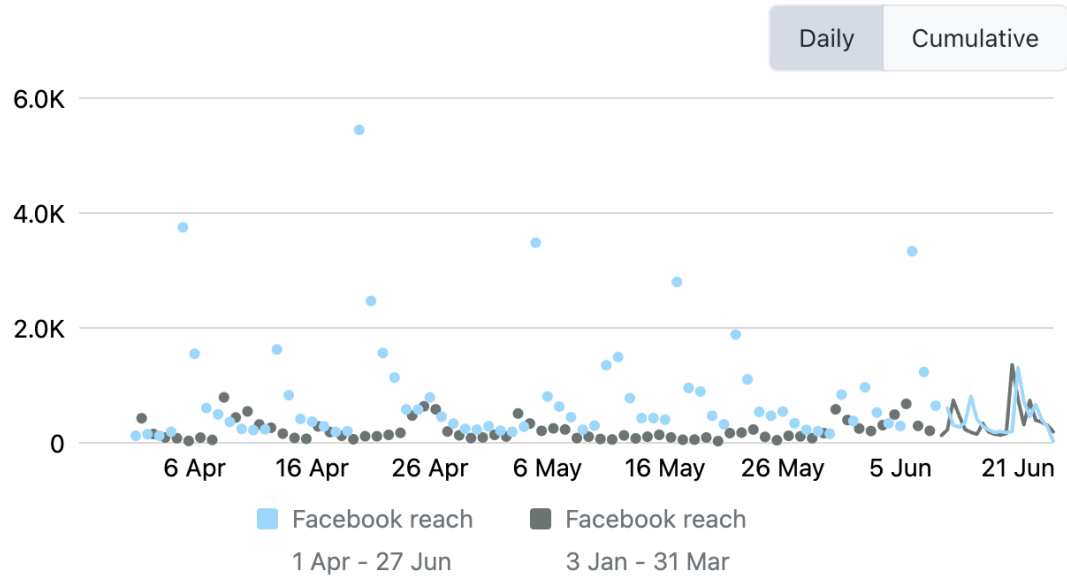
[See more about your content performance](#)

Facebook page reach 1/4/23-27/6/23 compared against reach 3/1/23-31/3/23.

Facebook reach ⓘ
32,296 ↑ 143.7%

Instagram reach ⓘ
1,341 ↑ 32.2%

Paid reach ⓘ
0 0%



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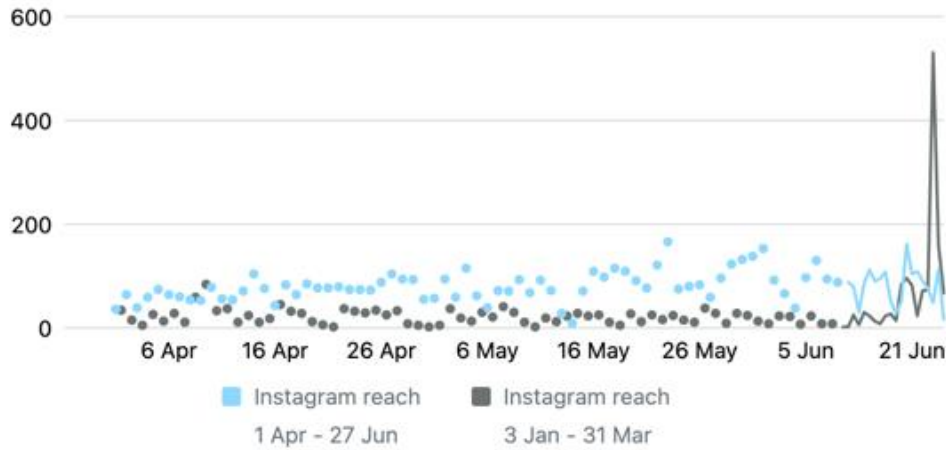
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1,341 ↑ 32.2%

Paid reach ⓘ

0 0%

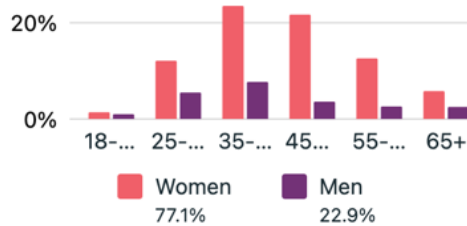
Daily Cumulative



Facebook followers ⓘ

1,527

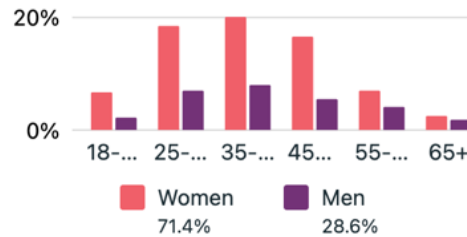
Age & gender ⓘ



Instagram followers ⓘ

895

Age & gender ⓘ



Instagram page reach 1/4/23-27/6/23 compared against reach 3/1/23-31/3/23.

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



Insights



Last 90 days ▾

30 Mar - 27 Jun

Instagram insights
30/3/23-27/6/23

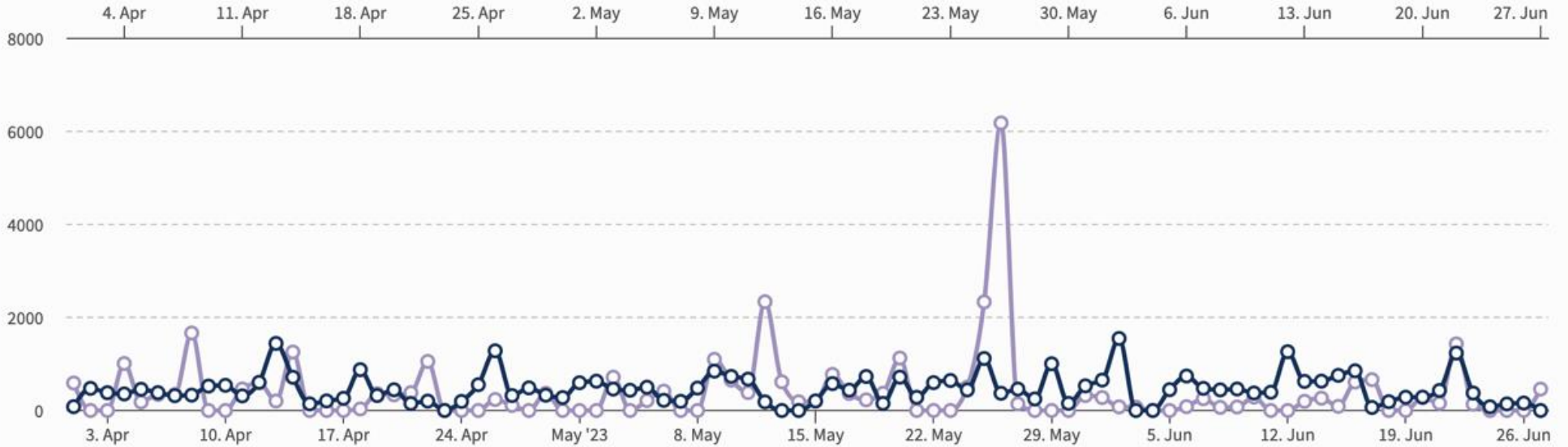
Overview

You reached +58.6% more accounts compared to 30 Dec - 29 Mar

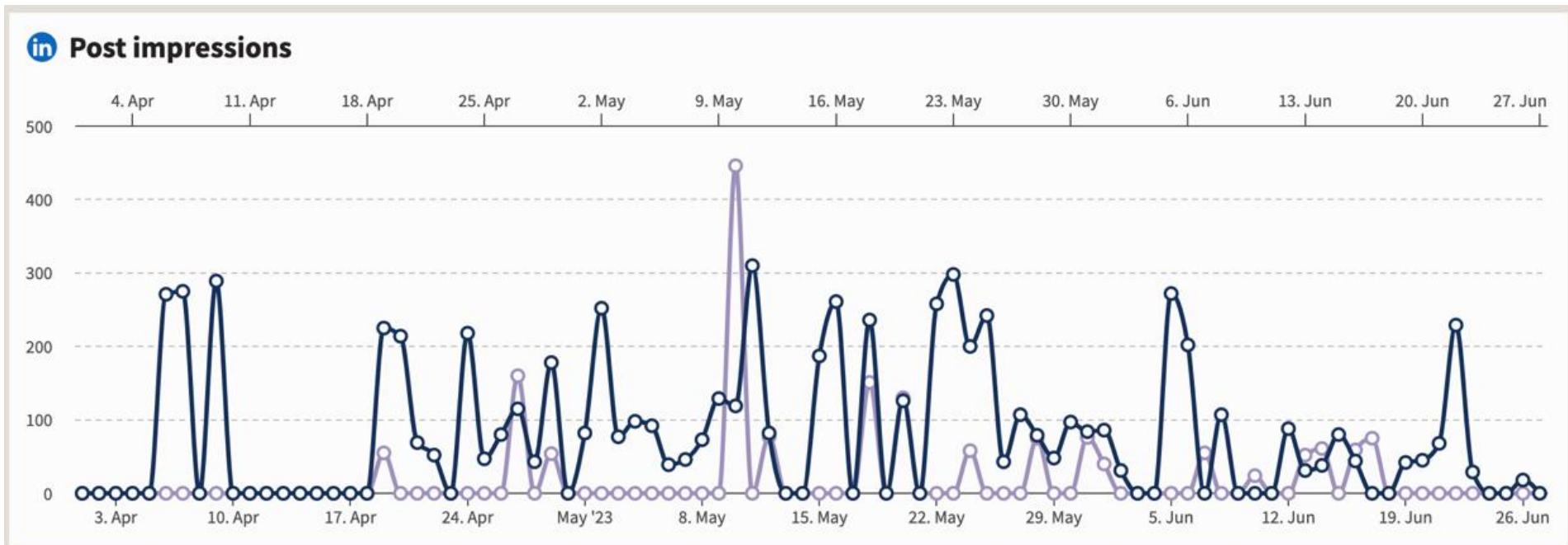
Accounts reached	1,452	>
	+58.6%	
Accounts engaged	141	>
	+206%	
Total followers	897	>
	+18.6%	

Twitter post impressions 1/4/23-27/6/23 compared against reach 1/4/22-27/6/22

Post impressions



LinkedIn post impressions 1/4/23-27/6/23 compared against reach 1/4/22-27/6/22



12. Earned media

Coverage in the traditional media, including local press articles covering the findings of our 'Finding an NHS Dentist' report in the Peterborough Telegraph (see [article](#)), and local radio appearances about the challenges faced by calls to allow GPS to give faster treatment to some conditions to patients who are willing to pay (interview snippet [here](#)). The Hunts Post has provided a half page article advertising our new community

listening programme (see article). During this period ITV have reached out to Healthwatch to support accelerate ITV's inclusion efforts and have encouraged us to get in touch by:

- Sharing/pitching stories that impact and reflect our community - in aid of raising awareness, increasing visibility and reach, removing bias, and breaking down stigma.
- Suggesting good contacts who might be willing to participate in interviews based on their area of expertise.
- Feeding back to ITV Anglia via our regular Diversity Panels

We have shared our contact details, along with Julian and Stewart's and advised that the communications team can organise press releases, written content, case studies as well as helping organise interviews with the public, Healthwatch volunteers and members of the Healthwatch staff team.

13. Collaborating 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 supported Mental Health Awareness Week alongside other local health and voluntary organisations through the 'Wear It Green' campaign. We have promoted the RNIB's recent campaign on the Accessible Information Standard, and we are currently involved in a project to produce a video for people with learning disabilities about accessing annual health checks.

Engagement

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

- Presentation form Disability Peterborough
- Cambridge Cancer Hospital co-production on design
- Local Integrated Neighbourhood updates
- Breast cancer screening programme

15. During May and June 2023, we participated in 36 engagement events, speaking to 746 people and collecting 359 experiences.

16. Events attended during May and June include:

- Coronation barbecue events, (Family voice and Chinese Community, Peterborough)
- Peterborough Celebrates
- Health and Wellbeing event, Peterborough Regional College
- Riverside Gala, Huntingdon
- Refugee Week events

17. Further information about the work of the Engagement Team is contained within the Partnership Boards and Engagement report presented to the July Board meeting.

Volunteering

- 18.** There are currently 30 active volunteers, based across Cambridgeshire and Peterborough. We are currently recruiting new volunteers and have several people going through the recruitment and training process.
- 19.** Our effective processes for working with volunteers has been recognized and we have been commissioned by Healthwatch England to design and deliver two online training sessions for other local Healthwatch staff to participate in later in 2023.
- 20.** We are in the process of renewing our Investors in Volunteering accreditation following our original successful accreditation three years ago. We have been assigned an assessor and will be undertaking work over the next few months to evaluate our work with our volunteers. We can continue to display the Investment in Volunteers quality mark whilst we undergo the renewal process.
- 21.** Further information about our work with volunteers is contained within the Partnership Boards and Engagement Report, presented to the July Board meeting.

Partnership Boards

22. During this period, all Partnership Boards have met. Topics discussed have included:

- Carers domestic abuse project
- Support for parents with learning disability

The Wheelchair User Forum has not met during this period.

23. Further information about the work of our Partnership Boards is contained within the Partnership Boards and Engagement Report presented to the July Board meeting.

Experiences

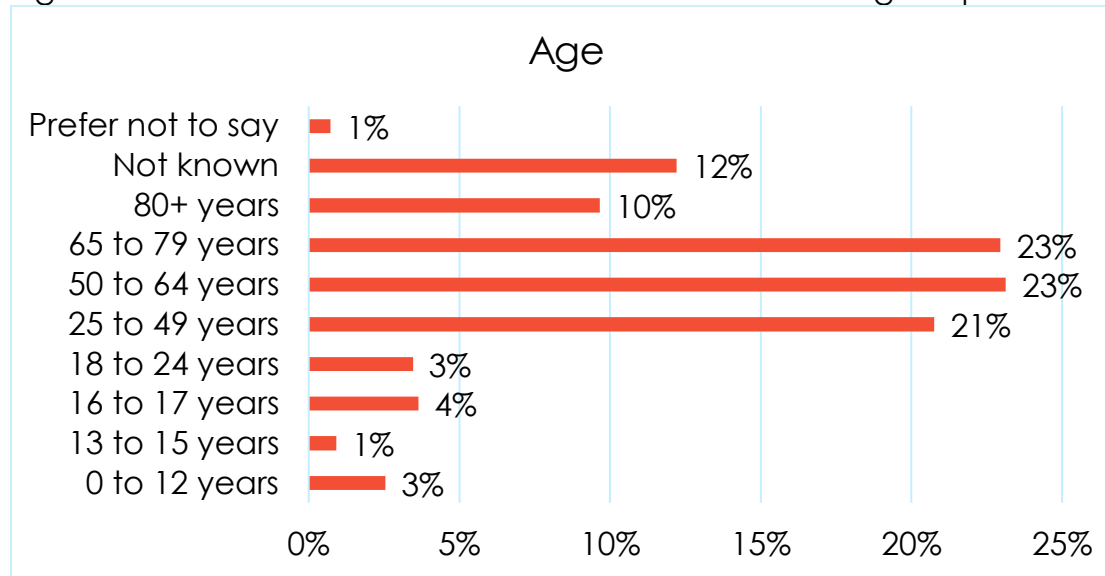
27, During April 1st – June 30th we recorded 549 pieces of feedback, 17% (93) of these required an element of signposting. This compares to 556 for the same period in 2022 and 495 in 2021.

57% of experiences recorded came from women, 28% 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	61.4%
Not known	17.3%
White: Any other White background	6.4%
Any other ethnic group	3.5%
Asian / Asian British: Any other Asian / Asian British background	2.0%
Prefer not to say	1.6%
White: Gypsy, Traveller, or Irish Traveller	1.5%
Black / Black British: African	1.5%
Asian / Asian British: Indian	1.1%
Asian / Asian British: Pakistani	0.5%
Mixed / Multiple ethnic groups: Black Caribbean and White	0.5%
White: Irish	0.5%
Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	0.5%
Black / Black British: Any other Black / Black British background	0.4%
Black / Black British: Caribbean	0.4%
Mixed / Multiple ethnic groups: Asian and White	0.2%
Asian / Asian British: Chinese	0.2%
Mixed / Multiple ethnic groups: Black African and White	0.2%
Asian / Asian British: Bangladeshi	0.2%
Arab	0.2%

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



32% of the experiences we recorded came from Peterborough residents, closely followed by South Cambridgeshire, Fenland, Cambridge City, and Huntingdonshire. Only 6% of experiences recorded came from East Cambridgeshire residents. Volume of feedback is greater in locations the engagement teams have worked in, 67% 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, along with long waiting times or long waiting lists for appointments and treatment and a lack of continuity of care. The service areas we heard about most were:

- o GP practices
- o Dentists
- o Accident and Emergency
- o Outpatients
- o Orthopaedics

Impacts and influencing.

- 28,** These are some of the impacts of Healthwatch Cambridgeshire and Peterborough work from March to July:
- i. We have joined the steering group for 'Let's Talk Royston;' an ICB campaign aiming to engage with local people and communities about health and care services in and around Royston and part of wider work looking into the NHS estate and operational planning in the area. As well as attend regular meetings, we have committed to sharing their campaign through our channels and sharing feedback.
 - ii. We have set up regular meetings with HUC, who provide 111 and out of hours services in Cambridgeshire and Peterborough, with the intention of improving patient experience based on local feedback.
 - iii. We have joined a new data sharing platform with Healthwatch England which allows us to share the feedback we have collected with them monthly.
 - iv. We have contributed our feedback to a BBC enquiry looking into children with an Autism diagnosis or neurodivergent condition being referred to CAMHs and immediately rejected or referred elsewhere.
 - v. The Wheelchair User Forum were involved in improving the wheelchair service handover procedure at AJM Healthcare which now means no repeat visits for service users to fix errors.
 - vi. The Carers Partnership Board have reviewed language in a survey for Cambridgeshire County Council and ensured it is available in an Easy Read format. Cambridgeshire County Council are now reviewing the changes suggested.
 - vii. We have presented our work, findings, and experience of working on the Maternal Mental Health project at the Healthwatch England Committee. Most recommendations from the project have been included as commitments in the new three-year NHS Delivery plan for Maternity and Neo-natal services.

29. A number of compliments have been received over this period. The comment below shows the valuable service our information and signposting service provides to Cambridgeshire and Peterborough residents. Our Senior Information and Signposting Officer received the following testimonial:

“I just wanted to say thank you very much for actually listening to my problem and doing what you could to help me I really do appreciate your help as you must be very busy and could have just said sorry I can't do anything to help you from the start...I hope you have a great day and thankyou again for taking the time to help me with my problem. I was expecting the usual brush off that often happens because people are usually too busy and can't be bothered to get involved but you did not do that... You are a very special person, and I am very pleased it was you that got my email at the start of the problem I had...”

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.
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 completed for 383 professionals. Programme of community engagement continues. Funding in place. Volunteer recruitment ongoing.
ICS Engagement	Coordination and development of community input into Integrated Neighbourhoods	Green	Engagement plan to link into all Integrated Neighbourhood Teams to establish needs / support required. Funding received.
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. Recruitment and training of volunteers for gaps in each integrated neighbourhood area ongoing. Funding Received.
Micro -Enterprises (CCC) contract monitoring	CCC contract with Community Catalysts, piloted in East Cambs. A short survey of service users to assess quality standards.	Green	Surveys underway. Report to be completed in September. Funding Received.

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. Small Project, funded by CQC, Invoice submitted for payment.
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Project Development Pipeline:

MSK	Collecting peoples experience of using MSK services by carrying out semi-structured interviews. Funding proposal in development for Simon Howard at ICB
NHS- CT Project	Working with ICB on priorities areas and a tender being finalised with HW C & P as a delivery partner CVD health inequalities and prevention. Gypsy Roma Traveller and South Asian Communities likely to be the priority focus
CVD ICS/ Innovation Hub	Virtual Education Platform & Pilot Groups Expression of Interest submitted.
Co-Op Community Fund Young Ambassadors Grant	Bid Submitted June. To fund a newly created project aimed at young adults aged 16+ who want to shape and improve the services they use. Outcome due Oct 23

<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>Partnering PCSV a second stage bid to develop a Research Engagement Network. Application submission: August 2023. Delivery to be complete by April 2024.</p>	<p>Linking exiting HW C & P networks, forums, partnership boards and engagement activity - primarily in in and around Peterborough and delivering training, focus groups and semi-structured surveys.</p>
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