

Healthwatch Cambridgeshire and Peterborough

Review of strategic priorities

Purpose

1. This report describes the process that we are undertaking to review our strategic priorities and sets out recommendations so far.

Key issues

2. The Healthwatch Cambridgeshire and Peterborough Strategy covers the period 2020–25 and so a mid-term refresh is required, particularly in light of the significantly changed environment since the strategy was agreed in 2020.
3. The review consists of three elements:
 - i. An analysis of the data we have collected in the past two and a half years
 - ii. Extraction of the East of England data from the Healthwatch England 2022 brand awareness survey
 - iii. A stakeholder awareness and perception survey.
4. At its November development session the Board considered the first two elements. As a result of this the Board would like to add a further strategic priority:
 - Streamlined enquiry and complaints channels
5. This has been added to the strategic priorities which are reported in the CEO report.

6. As a result of a tender process, Healthwatch Lincolnshire have been commissioned to carry out a stakeholder survey, which will contribute to the third element.

7. At the development session the Board considered the findings of the Healthwatch England brand awareness survey. This shows that the East of England has the highest level of brand awareness but does not provide any useful detail at a Cambridgeshire and Peterborough level. Options to assess brand awareness are to be explored.

Action required by the Board

8. The Board is asked to:
 - Note the progress made on the review and the additional priority.

Author

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14 December 2022