



# STRATEGIC PLAN

2013/15

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**Our Vision: Healthwatch Cambridgeshire is committed to listening to, and working for, all people in Cambridgeshire to actively pursue improvements in health and social care**

To realise our vision Healthwatch Cambridgeshire will:

- Aim to be representative of the local community it serves;
- Engage with health and social care commissioners, service providers and communities when changes to service provisions are planned or public health issues addressed;
- Engage and represent the community it serves with particular emphasis on seldom heard groups.

# 1. INTRODUCTION

Local Healthwatch organisations were established under the Health and Social Care Act 2012 to act as a local consumer voice for people using health and social care services. Healthwatch Cambridgeshire is contracted by Cambridgeshire County Council to provide the services detailed in paragraph 3 below and came into being as a Community Interest Company on 7<sup>th</sup> May 2013; the previous Local Involvement Network (LINK) having been dissolved. Local Healthwatch have the benefit of a national umbrella organisation, Healthwatch England, from whom they receive development support for functions, such as communications, branding and websites, as well as identifying patterns of concerns and the ability to escalate.

Health and social care services are delivered through a complex array of commissioner-provider arrangements. This complexity is now increasing as a result of the recent changes in legislation and the current difficult financial position of the whole of the public sector. To be successful in realising our vision HWC will need to ensure that all of its work is clear, targeted and focussed; we will check that each and every piece of work has people and empowerment, at its heart, has clear and useful outcomes and does not duplicate. We will actively seek concerns, highlight poor service and highlight that which is working well for people.

HWC's primary strategic role is to gather experiences and views and build an evidence base that we can then use to help inform service improvement. In building this evidence base HWC will work closely with communities, their representatives and networks and statutory partners. We anticipate that the voluntary and community sector will be key partners in much of what we do, as will other 'voice' organisations in the county. This document sets out our priority areas of work and the values that will underpin everything that we do.

## 2. OUR VALUES:

- **Independence** - Healthwatch Cambridgeshire will be independent from the County Council and all health and social care services, providers and commissioners, whether public or private. It will be a free-standing body, and strives to be respected for its independence and trusted by residents and stakeholders;
- **Respect** - Healthwatch Cambridgeshire respects the opinion and experience of all people and will work collaboratively with all groups, networks and organisations to pursue common goals;
- **Clear recognition** - Healthwatch Cambridgeshire will develop a clear strong identity, distinctive from existing local organisations. It will embrace and utilise the Healthwatch brand and identity developed at national level;

- **Credibility** - local people, commissioners and partners will be able to trust the reliability of information, the ability to influence and the evidence underpinning its work;
- **User-focus** - relentlessly championing the voice of the public, patient and service user in the health and social care system;
- **Inclusivity** - an organisation which finds ways to work with the many different patient and service user groups across Cambridgeshire;
- **Transparency** - Healthwatch Cambridgeshire will be open, transparent and accountable in all it does.

### **3. OUR MEMBERSHIP:**

Everyone uses health and social care services. HWC will therefore not be a membership based organisation, rather the membership of Healthwatch Cambridgeshire is seen as the whole population of the county.

### **4. OUR OBJECTIVES:**

To achieve our vision, Healthwatch Cambridgeshire will:

- promote and support the involvement of local people in the commissioning, the provision and scrutiny of local care services;
- enable local people to monitor the standard of provision of local care services;
- obtain the views of local people regarding their needs for, and experiences of, local care services and importantly to make these views known;
- provide advice and information about access to local care services;
- formulate views on the standard of provision and whether and how the local care services could and ought to be improved;
- provide Healthwatch England with the intelligence and insight it needs to enable it to perform effectively.

*NB These objectives are directly taken from the obligations of local Healthwatch as set out in the Regulations subsequent to the Health & Social Care Act 2013<sup>1</sup>.*

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<sup>1</sup> Dept of Health, *What is Healthwatch?*, 2012 <http://healthandcare.dh.gov.uk/what-is-healthwatch/>

## 5. OUR STRATEGIC PRIORITIES:

We have identified our priority areas of work through research and engagement with a range of stakeholders. We have specifically incorporated the learning points set out in the LINK Legacy report<sup>2</sup> and the recommendations of Participation Matters<sup>3</sup>, a pre-HWC report which summarises the findings of a series of engagement events with a wide range of organisations and groups representing people with seldom heard voices. The details, activities, lead officers and target dates that will deliver these priority areas of work are set out in the HWC Work Programme 2013/14, which will be refreshed annually.

### 1. EQUALITY OF ACCESS TO HEALTH AND SOCIAL CARE SERVICES focussing on:

- Literacy and empowerment
- Equal provision and access across the county
- The needs and experiences of people with least heard voices

### 2. ACCESS TO MENTAL HEALTH SUPPORT SERVICES focussing on:

- Early intervention
- Community services
- Children's and young people's experiences;

### 3. ENSURING THE EXPERIENCES OF PEOPLE WITH CARING ROLES ARE HEARD AND RECOGNISED focussing on:

- Young carers
- The impact of the forthcoming Social Care legislation

### 4. ENGAGING WITH THE BROAD SPECTRUM OF COMMISSIONING CHANGES WITHIN HEALTH AND SOCIAL CARE focussing on:

- Older people's community and adult social care services
- People with disabilities

### 5. DESIGN AND DEVELOPMENT OF A HEALTH & SOCIAL CARE INFORMATION SERVICE

Linking sources of health and social care information, aiming to reduce duplication and confusion and ensure that people do not get lost in the system.

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<sup>2</sup> <http://www.healthwatchcambridgeshire.co.uk/about/docs/cambridgeshire-link-legacy>

<sup>3</sup> Bale, C. & Thompson, J. *Participation matters: a road map for meaningful engagement with seldom-heard groups in Cambridgeshire* April 2013

## 6. GOVERNANCE

HWC is a registered Community Interest Company (CIC) governed by its Memorandum and Articles of Association and complying with the reporting requirements of a CIC. Strategy and direction of travel are overseen and managed by a Board comprising a Chair and, at present, three Non-Executive Directors. The HWC Board meet bimonthly in public and all documents are posted on our website. The CEO manages the organisation's day to day activities.

At each meeting the HWC Board receive reports that summarise activities and the progress made against the Work Programme. Regular activity reports are also submitted to our Commissioner, Cambridgeshire County Council.

## 7. OUR TEAM

HWC work is delivered by a team of paid staff, as listed below, all are full time except where indicated. The Children's and Young People's Ambassador is funded by the County Council and we expect to have dedicated staff delivering an Information and Advice Service by the end of 2013. During the coming year we will be recruiting a small pool of volunteers who will help us in delivering our objectives. Work to support this is set out in the Work Programme 2013/14.

Sandie Smith	Chief Executive Officer
Julie McNeill	Co-ordinator
Angie Ridley	Co-ordinator (30 hours/week)
Kate Hales	Co-ordinator (22.5 hours/week)
Elizabeth Locke	Co-ordinator (21 hours/week)
Rita Nunes	Children & Young People's Ambassador
Angela Grief	Administrator (starting October 2013)

**For more information about Healthwatch Cambridgeshire please  
visit our website**

**[www.healthwatchcambridgeshire.co.uk](http://www.healthwatchcambridgeshire.co.uk)**