

CEO Report

Jan 2024 – Feb 2024

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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 January 2024 to 29th February 2024.

- 1.** An updated projects summary is shown below, together with a list of projects in development.
- 2.** Healthwatch Cambridgeshire and Peterborough were privileged to receive a two-day visit from the Chair of Healthwatch England, Professor David Croisdale-Appleby. During his visit, David attended one of our health and care forum meetings and met members of our staff team, also groups of volunteers who support us in our work. He also met with local system leaders and learned about local system priorities we are working alongside. Excellent feedback was received following the visit.
- 3.** We worked alongside Cambridgeshire and Peterborough Integrated Care System to run a survey to capture people's experiences of using NHS 111 and Integrated Urgent Care (IUC) systems, due to Cambridgeshire and Peterborough Integrated Care Board reviewing future contract arrangements for these services. There were two surveys, one for the public, which will allow the ICB to hear our experiences of how we access these services, and another for healthcare professionals in Cambridgeshire, Peterborough and Royston, who use NHS 111 and the IUC as part of their role. The surveys closed on Friday 23 February 2024.
- 4.** Healthwatch Cambridgeshire and Peterborough received the excellent news that they had been shortlisted for a Healthwatch England Impact Award for their work in delivering a Gypsy, Roma, and Traveller cultural awareness programme for more than 400 colleagues working in the local Integrated Care System (ICS), along with the rollout of an extensive community engagement plan, to tackle the health inequalities experienced by these communities. The project has run for the past two and a half years, aimed at improving health outcomes and reducing health inequalities for Gypsy Roma and Traveller (GRT) communities in Cambridgeshire and Peterborough through consistent community engagement and a bespoke programme of 17 cultural awareness workshops. Feedback provided by

healthcare professionals who have undertaken the Healthwatch training has highlighted how it has helped them communicate more effectively with members of the GRT communities, improve their working practices and shape internal policies.

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

- Promoting the benefits of a streamlined first contact, enquiries, and complaints system
- Identifying ICS best practice nationally.

Communications

5. What we have been working on

In this period, we have provided comms to support the recruitment of our new CEO. We have also helped to edit and design two new reports – Primary Care access and Digital Inclusion – both of which are currently with service providers for review.

We have continued to promote our Forums and developed an online ‘Share your views’ webform for the Engagement Team to complete with members of the public via tablets when attending events.

We have set up an online questionnaire to gather the views of our volunteers about the support and training they receive.

Finally, we met with the Chair of Healthwatch England, David Croisdale-Appleby, during his visit in February and spoke to him about the various projects we are working on in the Comms Team.

6. Our websites

In this period, we have published eight news and four advice articles on our websites. We have also promoted the Health Places JSNA and NHS 111 Urgent Care surveys via the sites, and our PPG toolkit.

Following a period of reflection and discussions with Stewart, we have decided to shelve our proposal to switch our website content management system until such time that Healthwatch England is able to give permission for us to amalgamate our two websites.

7. Social media engagement

Throughout this period, our social media engagement has been focused on specific campaigns designed to promote:

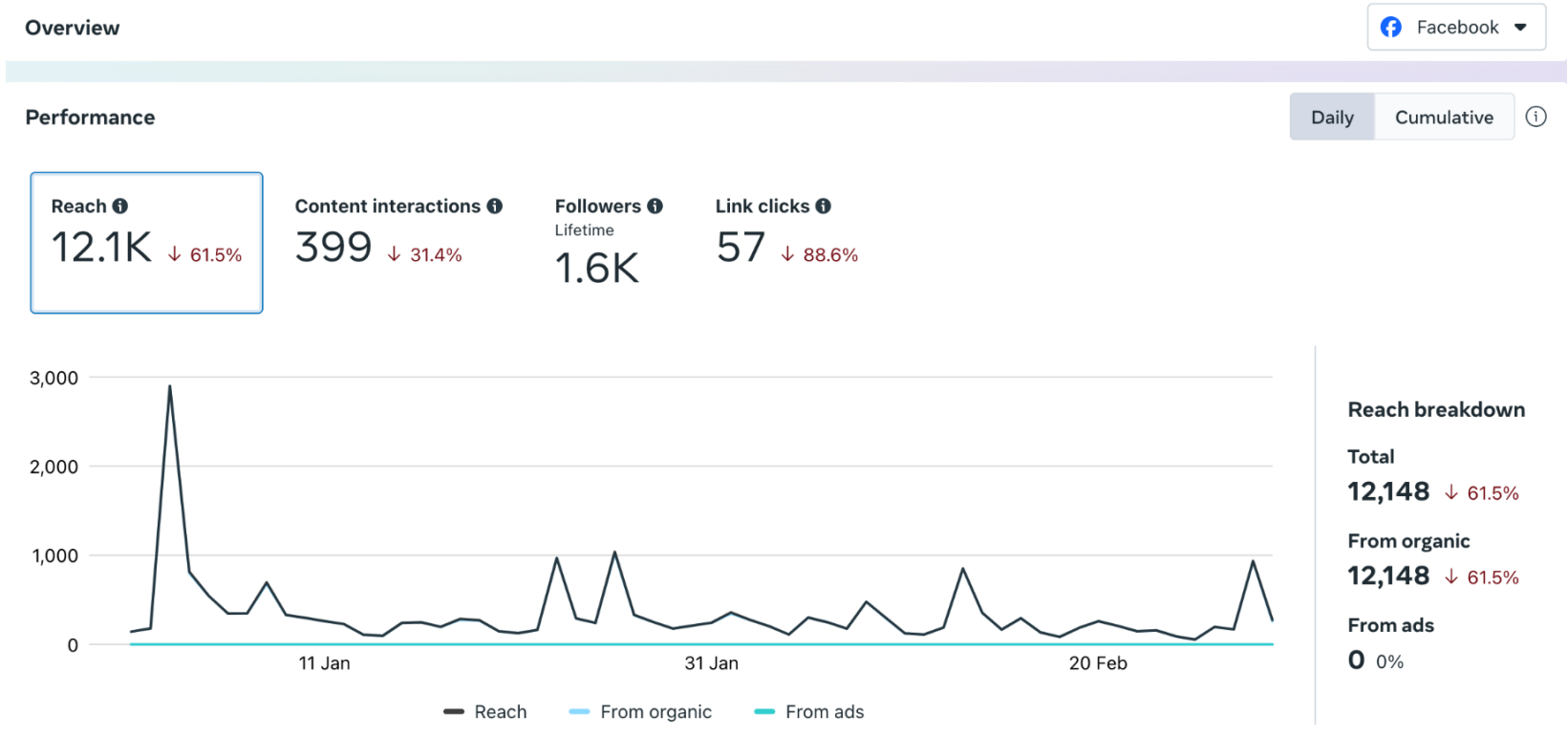
- NHS 111 survey
- CEO recruitment
- The new dental recovery plan
- Single use vape ban to be introduced
- Young people's wheelchair user forum
- Youthwatch Vaping survey for 11-25 year olds
- Recruitment for Community Researchers in the north and south of the county
- Recruitment of Patient Representatives
- Signing up to our newsletter
- Upcoming events our Healthwatch engagement team are attending
- The public having their say
- The Health and Care Forums

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 and events:

- Cervical cancer prevention week
- Anglia Ruskin University in Cambridge recruitment for a PhD study looking at the use of a blood flow restriction technique in healthy and diabetic feet.
- RNIB visual impairment forums in Peterborough and Cambridge
- Cambsdeaf hearing aid maintenance sessions across the county
- ICS St Neot's women's health event
- Senior's spring fair at Cambridge United football stadium
- NHS app campaign by NHS England
- The house of commons select committee survey on accessibility in housing for disabled individuals
- Cambridgeshire County Councils application for communities to apply for a free defibrillator
- ICB and Cambridgeshire libraries free ferrule replacement for walking aids
- Age UK's Huntingdon Warden Scheme
- Cambridge University Hospital's Motor Neurone disease patient listening group
- Cambridge University Hospital's patient safety partners volunteer role
- Healthy You free NHS health checks
- Family Voice Peterborough Annual Survey

Facebook page reach 1/1/24-29/2/24



Instagram page reach 1/1/24-29/2/24

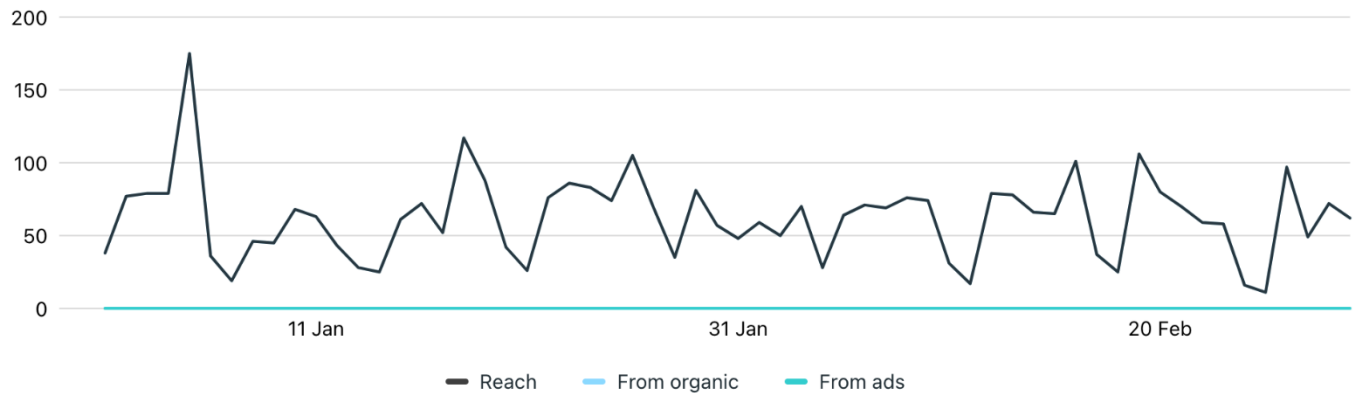
Overview

Instagram

Performance

Daily Cumulative

Reach 826 ↑ 15.7%	Content interactions 416 ↑ 91.7%	Followers Lifetime 1K	Link clicks 6 ↓ 33.3%
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Reach breakdown

Total
826 ↑ 15.7%

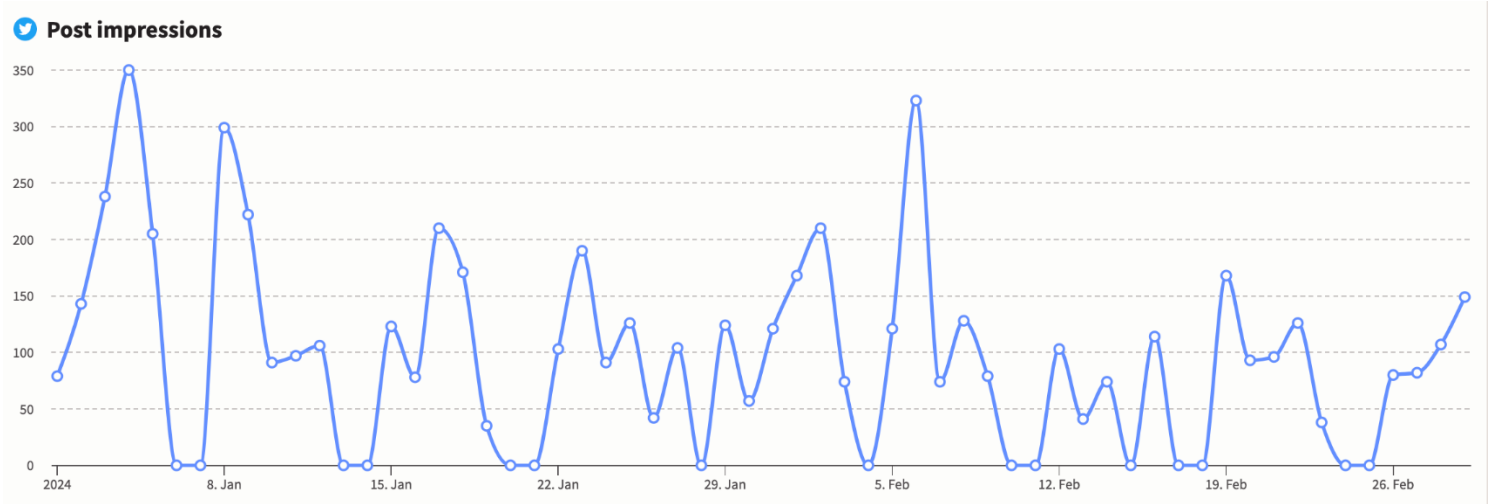
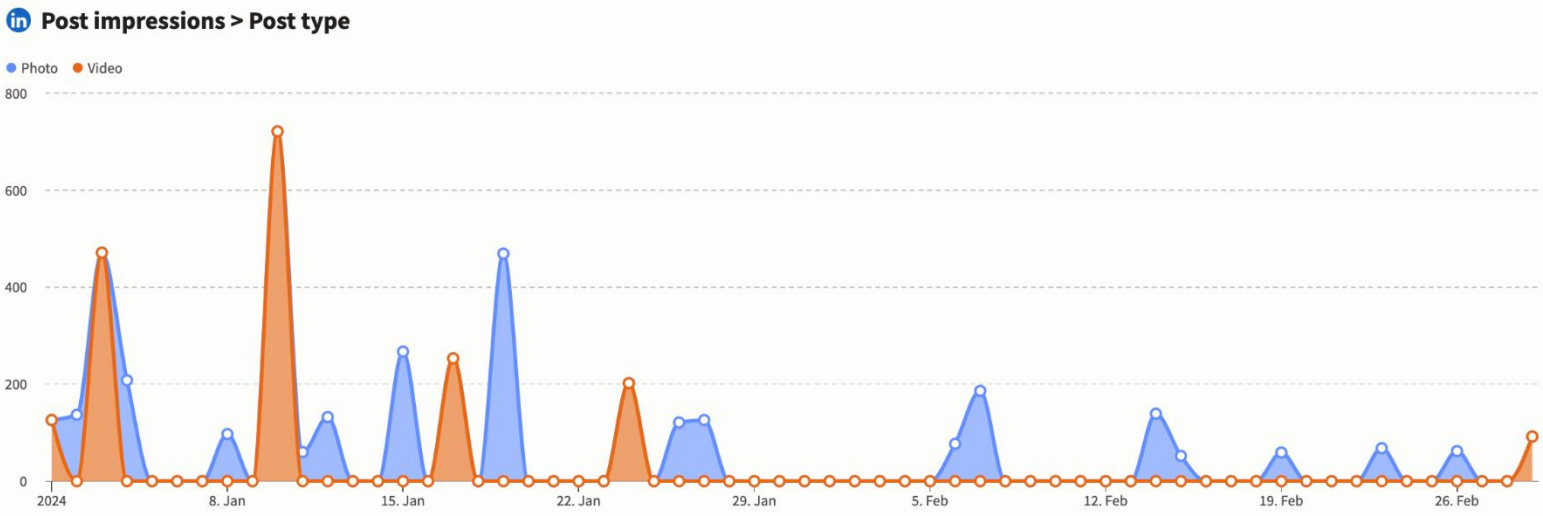
From organic
826 ↑ 15.7%

From ads
0 0%

This quarter, we've observed a rise in our outreach on Instagram. Since Kat joined Healthwatch last March, our Instagram following has grown from 446 to 1,042—a 133% increase. This expansion signifies our ability

to engage a broader audience with our message, elevate our brand presence, and enhance awareness of our Healthwatch among the public.

Twitter post impressions 1/1/24- 29/2/24



LinkedIn post impressions 1/1/24- 29/2/24

8. Earned media

Date	Press release	Submitted to	Coverage	Website story
15.2.24	Healthwatch welcomes special guest to its recent event at the Boathouse Business Centre in Wisbech	Fenland Citizen	Online article	Link
28.2.24	Government's single use vapes ban under spotlight by Healthwatch youth group.	Peterborough Today	Online article	Link

19th January 2024: 'Time and a lot of investment' needed in Peterborough healthcare as survey rates city 'unhealthiest place in Britain' Peterborough Telegraph <https://www.peterboroughtoday.co.uk/health/time-and-a-lot-of-investment-needed-in-peterborough-healthcare-as-survey-rates-city-unhealthiest-place-in-britain-4484380>

23rd January 2024: Featured on St Neot's Black Cat Radio, explaining what we do as an organisation at the Disability Awareness Day event in St Neots.

31st January 2024: Article promoting independent membership of the Partnership Boards featured on the Caring Together website: <https://www.caringtogether.org/current-consultations/adult-social-care-partnership-board/>

9. Collaborating with partner organisations

We have recently collaborated on a video with the Cambridgeshire and Peterborough Domestic Abuse & Sexual Violence Partnership, focusing on their project addressing unpaid carers and domestic violence. In the video, Graham highlighted the significance of our partnership boards to the project's success. We continue to meet regularly with NHS and local authority communications leads at Comms Cell and Warn and Inform meetings.

Engagement

- 10.** 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:
 - East of England Ambulance Service (EEAST) update
 - Local Integrated Neighbourhood updates
 - Healthwatch England – national perspective and Q&A session with Healthwatch England Chair, Professor David Croisdale-Appleby
 - Fraud and cyber security – Cambridgeshire Constabulary

- 11.** During January/February 2024, we participated in 38 engagement events, speaking to 854 people and collecting 326 experiences. During this period our engagement team were actively involved in gathering responses to both the NHS111/Urgent care and Vaping surveys which had an impact on the number of feedback stories gathered, particularly in January.

- 12.** Events attended during January/February include:
 - St Neots Disability Awareness Day
 - Holocaust Memorial Day Commemoration, Huntingdon
 - Integrated Neighbourhoods Workplace Wellbeing Event, Huntingdon
 - Family Voice Conference
 - Poverty Truth commission Launch Event – Peterborough
 - Chinese New Year Celebration – Peterborough

13. 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. During this period our engagement team have visited educational settings including:

- Jack Hunt School(health and social care students)
- Cambridge Regional College (Cambridge and Huntingdon sites)
- College of West Anglia, Wisbech

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

- Hinchingsbrooke Hospital
- Girton Carers Hub
- Cambridge Library Warm Hub
- Community Hubs at Mepal, Haddenham and Ashley
- North Brink Practice

Volunteering

- 15.** We currently have 34 'Community Listener' volunteers registered across Cambridgeshire and Peterborough. We continue to actively seek to recruit new volunteers as a priority. We are beginning to plan for a recruitment campaign to commence Spring/Summer 2024.
- 16.** We successfully delivered a second online 'Volunteer Management Masterclass' as part of a piece of work we were commissioned by Healthwatch England to carry out, due to recognition of our good practice, receiving very positive feedback.
- 17.** We continue work to develop 'Youthwatch', a separate group of young volunteers aged 16-25 years. The group currently has seven active young volunteers. The vaping survey which is the group's first piece of work has so far yielded 525 responses. The deadline for receiving responses for this has been extended to the end of March 2024. Our engagement team have been helping promote the survey at engagement events.
- 18.** We are conducting a survey to find out how our volunteers feel about volunteering or our Healthwatch which will assist us in planning or a recruitment campaign. The survey will run until mid March 2024

Partnership Boards

- 19.** During this period, the Carers Partnership Board, Physical Disability Partnership Board and Sensory Impairment Partnership Board have met. Topics discussed have included:
- Domiciliary Home Care zoning of commissioned services
 - Presentation on Care Together project from Cambs County Council
 - North West Anglia Foundation Trust demonstrated their technology used on virtual wards (hospital at home) to find out what they would need to do to make them accessible to people who are blind/visually impaired, Deaf/deaf/hearing impaired.
- 20.** During this period the Wheelchair User Forum also met. In addition to the regular meeting we also held a 'Young Person's Wheelchair User forum' in February. This meeting and was held face-to-face. The forum provided young wheelchair users with the opportunity to share their experiences. A blog was also written which is available on our websites:
- 21.**
- <https://www.healthwatchcambridgeshire.co.uk/blog/2024-03-06/whats-been-happening-our-young-peoples-wheelchair-user-forum>
- <https://www.healthwatchpeterborough.co.uk/blog/2024-03-06/whats-been-happening-our-young-peoples-wheelchair-user-forum>

Impacts/influencing – Partnership Boards

- 22. Wheelchair User Forum** – People reported the online referral form did not work. AJM Healthcare have now removed this from their website to avoid confusion.
- 23. Young People’s Wheelchair User Forum** – AJM Healthcare have changed their internal process to ensure a community engagement officer regularly contacts parents/carers of young people on a waiting list to keep them updated and address concerns, following feedback raised at previous meeting.
- 24.** At a previous meeting a concern had been raised about transport providers requiring wheelchairs to have a headrest, in line with good practice guidance from the Department of Transport. NHS England wheelchair guidance only allows issuing of headrests if they are needed for postural support. This has been raised with the Integrated care System and also the wheelchair alliance who are discussing appropriate solution.

- 25.** North West Anglia Foundation Trust attended to demonstrate technology used on Virtual wards to find out how accessible this was for people with a sensory impairment. They will be using the feedback gained to make the technology accessible and were also linked to services who may be able to assist offered by RNIB.

Experiences

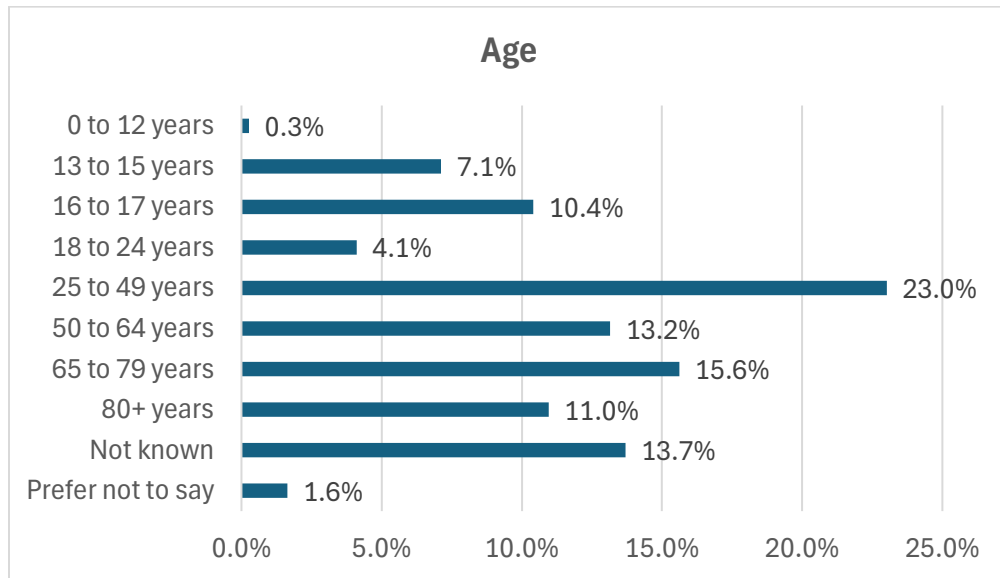
26. During January 1st – February 29th we recorded 365 pieces of feedback, 15% (54) of these required an element of signposting. This compares to 283 for the same period in 2023 and 279 in 2022.

63% of experiences recorded came from women, 24% came from men, and the remaining percentage made up from 'prefer not to say' and 'not known'.

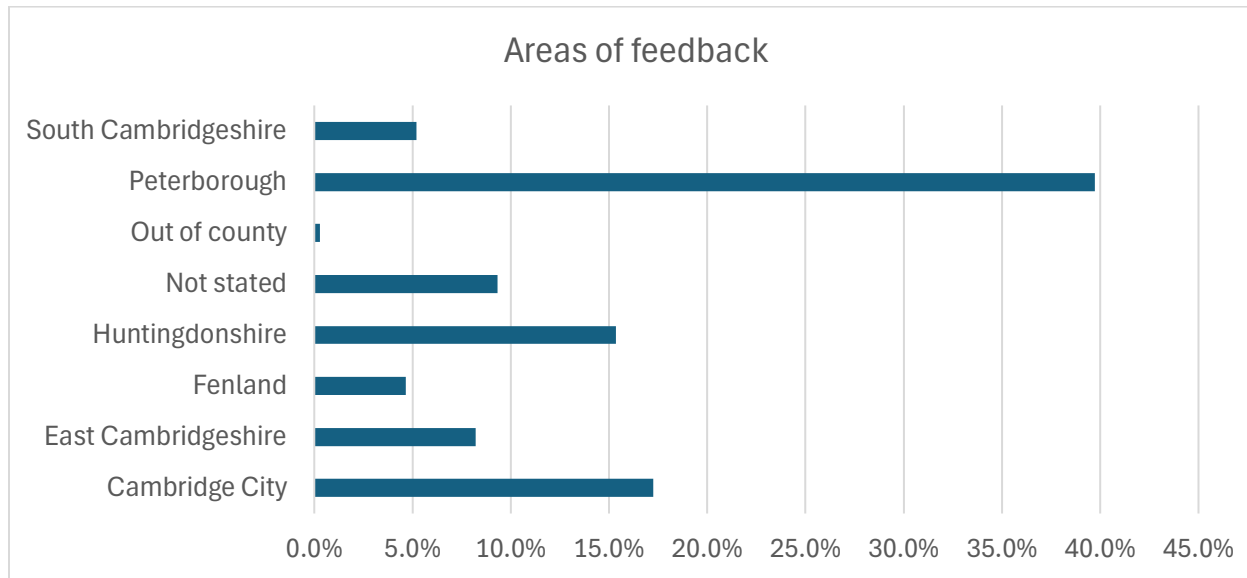
Ethnicity and age distribution is set out in the tables below.

Ethnicity	Percent
Any other ethnic group	0.8%
Arab	0.5%
Asian / Asian British: Any other Asian / Asian British background	1.9%
Asian / Asian British: Bangladeshi	0.5%
Asian / Asian British: Chinese	0.5%
Asian / Asian British: Indian	2.7%
Asian / Asian British: Pakistani	6.6%
Black / Black British: African	1.1%
Black / Black British: Any other Black / Black British background	0.3%
Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	0.8%
Mixed / Multiple ethnic groups: Black African and White	0.3%
Mixed / Multiple ethnic groups: Black Caribbean and White	0.3%
Not known	20.3%
Prefer not to say	1.9%
White: Any other White background	6.6%
White: British / English / Northern Irish / Scottish / Welsh	53.2%
White: Irish	1.4%
White: Roma	0.3%
Grand Total	100.0%

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



Volume of feedback is greater in locations the engagement teams have worked in, 65% of recorded feedback came directly from engagement events.



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

- GP practices
- Dentists
- Accident and Emergency
- Pharmacy
- Ophthalmology

Impacts and influencing.

- 28,** These are some of the impacts of Healthwatch Cambridgeshire and Peterborough work from January and February 2024:
- i. As part of our work with North Cambridgeshire and Peterborough Integrated Care System, our Community Researchers have completed their first project on digital exclusion, in which they networked with local people to hear their views on how they experience accessing services. A draft report has been created and sent to Integrated Neighbourhoods teams at Cambridgeshire and Peterborough ICS for feedback, ahead of sharing our findings.
 - ii. Findings from our Primary Care Access Survey, conducted by our Healthwatch with support from NHS Cambridgeshire and Peterborough, have been widely shared within our local care system in order that the system can learn from them. We hope to be able to publish a summary report to be shared with the public.
 - iii. We were invited to attend Cambridgeshire Adults and Health Scrutiny to comment on the publication of 'Our Position on NHS Dentistry' by Healthwatch England, giving a summary of what we continue to hear about NHS dentistry at our Healthwatch. At the same meeting Nicci Briggs, Chief Finance Officer, Cambridgeshire and Peterborough ICS provided an update on the provision of NHS dental services across Cambridgeshire and Peterborough, also local context around the National Dental Recovery Plan.
 - iv. Following being interviewed at our Healthwatch Summit 2022, Jacqui Cook, an Independent Member of our Sensory Impairment Partnership Board has worked with Cambridgeshire University Hospitals (NHS) Trust to make a video. At our Summit Jacqui had spoken of difficulties she has experienced as a person with visual impairment when visiting Addenbrookes Hospital. The video produced highlights changes the Trust has made as a result of the feedback, including providing regular visual impairment awareness training for staff, to be delivered by a visually impaired person or ex member of staff, also to

carry out regular audits on departments to include things such as accessible signage, lighting and the general environment. A link to the video can be found below:

<https://youtu.be/2bT5bFzyXVk>

Projects

Project name	Description	Status	Comment
Community Researchers SCCP	Initial two-year project to recruit and train volunteers to undertake community engagement and research projects completed. Phrase two now underway.	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 following workshop in Mar 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 completed. - Regular engagement programme planned through to end of project in Oct 24. 2-year funding report completed Nov 24 and positive feedback received. Top up funding of £4,483 agreed Mar 24. This includes funding for two additional workshops in 2024. HWE award (commended) received Mar 24.

ICS Engagement	Coordination and development of community input into Integrated Neighbourhoods	Amber	Engagement plan for all Integrated Neighbourhood Teams in place, Janine supporting PPG development programme. In discussion re follow on funding from Apl 24 with Andrea Grosbois and Kit Connick.
Community Researchers (NCPCP)	Supporting a network of community volunteers to carry out directed engagement projects within their localities. Training element included for network of volunteers	Green	Recruitment of Healthwatch Community Researchers and inductions / training complete. Top up recruitment for some INs in progress. First project of digital exclusion Report completed Feb 24. Follow up meetings booked for Mar 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	Survey closed Dec 23 -1767 responses. Draft report with Jo Hobson Feb 24 and funding now received. Follow up Mar 24.
Facilitation of one HWE Engagement leads meeting.	To run one engagement meeting on behalf of HWE -funding awarded Feb 24.	Green	Planning meeting with HWE Mar / Apl 24 topic to be agreed.

Urgent Care III ICB public engagement survey	To support completion of an ICB hosted survey ahead for Urgent Care and III service.	Green	Engagement plans completed Feb 24. To Follow up on results in Mar 24.
JSNA Healthy Places survey	Engagement plan to support public health hosted survey as part of JSNA consultation open until 16th Apl 24.		Project role out completed at team meeting 6/3/24. Results review scheduled every two weeks. Review meeting booked in Mar 24.

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. Mar 24 seeking appropriate new funding source.
IVF services review	Engagement around potential changes and eligibility criteria for local IVF services.

<p>Decarbonisation of healthcare research project with University of Cambridge</p>	<p>Research bid to include public engagement on aspects of this research that affect local people. Mar 24 -Uni of Cambridge seeking new funding source.</p>
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<p>Secure Data Environment (SDE) PPIE support</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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