

# CEO Report

July 2023 – Sept 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 July- end of September 2023.

- 1.** An updated projects summary is shown below, together with a list of projects in development.
- 2.** Engagement: Our focus is continuing to shift to running more external events. A particular highlight was the first meeting post covid of 15 active volunteer leaders from active Patient Participation Groups across the ICB North and South areas, held in September at Huntingdon Library. The purpose was to encourage more of them to attend our Health and Social Care Forums and to launch our revised PPG toolkit which was commended. Ongoing discussions about the support we can provide to PPG's and the ways in which we can work together to feedback to decision makers and impact service delivery is being explored.
- 3.** We were invited by the Integrated Care Board (ICB) to comment on the language and content of its New Patients Outcomes Framework which will be published this autumn. We were able to influence some of the ideas presented to ensure the public would better understand the ambitions of local commissioners and how they intend to communicate what will be provided (and by whom) over the next five years and beyond. The contributions from our staff were highly valued and our contributions to the work of Integrated Neighbourhoods continues to grow and develop.
- 4.** A huge amount of work by the whole staff team has taken place to prepare and organise our October Summit. A separate report summarizing key note discussions and outcomes will be prepared and circulated in due course.
- 5.** The focus going forward from October to January will be on enabling our team and developing our capacity to deliver more events focussed in the known areas of Health inequality to ensure we maximise awareness of what Healthwatch does and how we can influence decision makers to create impactful change.

## Strategic priorities

Priority	Current activities
1.Promoting Independence & Self-Care	<ul style="list-style-type: none"> <li>• Information Service delivery</li> <li>• Website information.</li> </ul>
2. Access to Primary Care Services	<ul style="list-style-type: none"> <li>• Intelligence sharing with ICB primary care team.</li> <li>• Advice on communication materials</li> <li>• Offering advice on Patient Participation Group development.</li> </ul>
3. Social Care and Integrated Support Services	<ul style="list-style-type: none"> <li>• Partnership Board activities</li> <li>• Influencing and supporting ICS engagement.</li> </ul>
4. Mental Health Services for Children, Young People and Adults	<ul style="list-style-type: none"> <li>• Increased focus on engagement with young people</li> <li>• Representation at Children’s and Maternity Accountable Business Unit to ensure lived experience is considered in decision-making.</li> </ul>
5. Involving people in redesigning the services they use	<ul style="list-style-type: none"> <li>• South and North Care Partnership community research projects to enable local people to influence decision-making.</li> <li>• Actively facilitating the involvement of local people in Integrated Neighbourhoods</li> <li>• Promoting involvement and co-production opportunities.</li> </ul>
6. Streamlined enquiry and complaints channels	<ul style="list-style-type: none"> <li>• Promoting the benefits of a streamlined first contact, enquiries, and complaints system</li> <li>• Identifying ICS best practice nationally.</li> </ul>

# Communications

## 1. What we have been working on

In this period, we have been focusing on activity for the Summit. This included:

- Encouraging people to attend and sign up via our Eventbrite page
- Communicating about workshops
- Liaising with speakers and panelists
- Liaising with the press and media to cover the event
- Promoted the event via social media, including a paid advertisement on Facebook
- Produced an event programme
- Covered the event by taking photos and video of the day
- Follow up articles and press releases
- Gathering of attendee feedback
- 

We have published eleven news and four new advice articles (see Websites section). We have continued to support development of the digital inclusion survey and primary access survey (in conjunction with the Integrated Care System). We have promoted the forums, including the Disability Hate Crime Awareness event and the Young Wheelchair User's Forum. We are collaborating with the young volunteers who are embarking on their first project centered on the topic of vaping. We will be providing support through social media communications, with the objective to foster youth engagement and encourage their active participation in this initiative. We have also attended networking events to help promote our organisation and the work we do.

## **2. Our websites**

We have completed the migration process from Drupal 7 to Drupal 9. This involved building a number of webforms and testing the site post migration. We have begun exploring options to amalgamate both websites and migrate to WordPress as our content management system.

## **3. Social media engagement**

### **4.**

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

- The Summit
- The Annual Report
- Signing up to our newsletter
- Upcoming events our Healthwatch engagement team are attending
- The public having their say
- The Wheelchair User's Forum
- The Health and Care Forums
- Julian on the BBC discussing bed occupancy rates in hospitals
- Julian on the BBC discussing mental health services
- Karen on PCRFM promoting the community researcher roles
- Digital Poverty Day and our article on how digital poverty affects healthcare
- Partnership boards help to get voices heard on barriers to travel

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:

- NHS Healthy Steps Programme
- The ICB Well Together summer toolkit
- ICB junior doctor and consultant strike dates
- Organ donor awareness week
- World suicide prevention day
- The ICB It All Counts Hydration campaigner
- NHS constipation resources
- The SUN Network Menopause Event
- National Breastfeeding week
- ICB Medicine Service Survey
- Hunts Community Cancer Network “What Matters To Me” Project
- Alzheimer’s Memory Walk
- Cambridgeshire County Council Quality of Life Survey
- ICB Frailty Survey

## Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

26,928 ↓ 21.8%

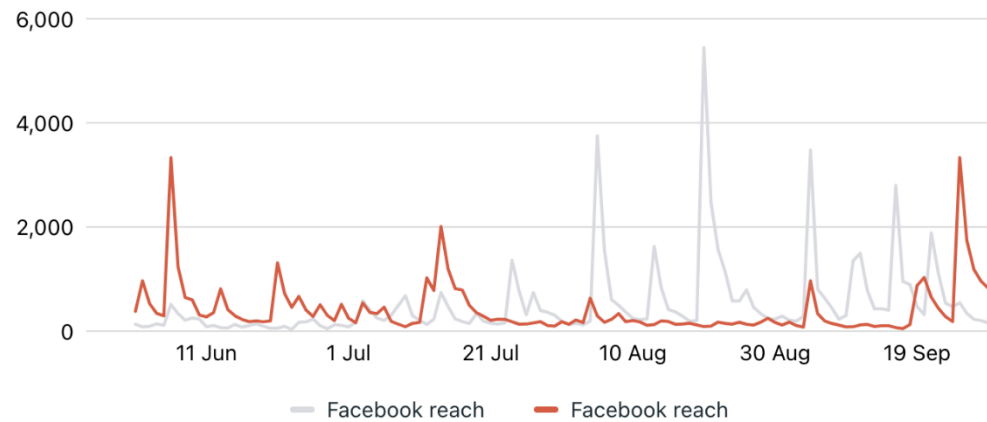
Instagram reach ⓘ

1,756 ↑ 0.7%

Paid reach ⓘ

2,454 ↑ 100%

Daily Cumulative



Facebook page reach 1/6/23-30/9/23 compared against reach 1/6/22-30/9/23.

We have noticed a decline in our Facebook reach for this quarter. These patterns of engagement fluctuate according to the time of year. The decline in this instance may be due to the summer holiday period.

Instagram page reach 1/6/23-1/9/23 compared against reach 1/6/22-1/9/22.

Facebook reach ⓘ

26,928 ↓ 21.8%

Instagram reach ⓘ

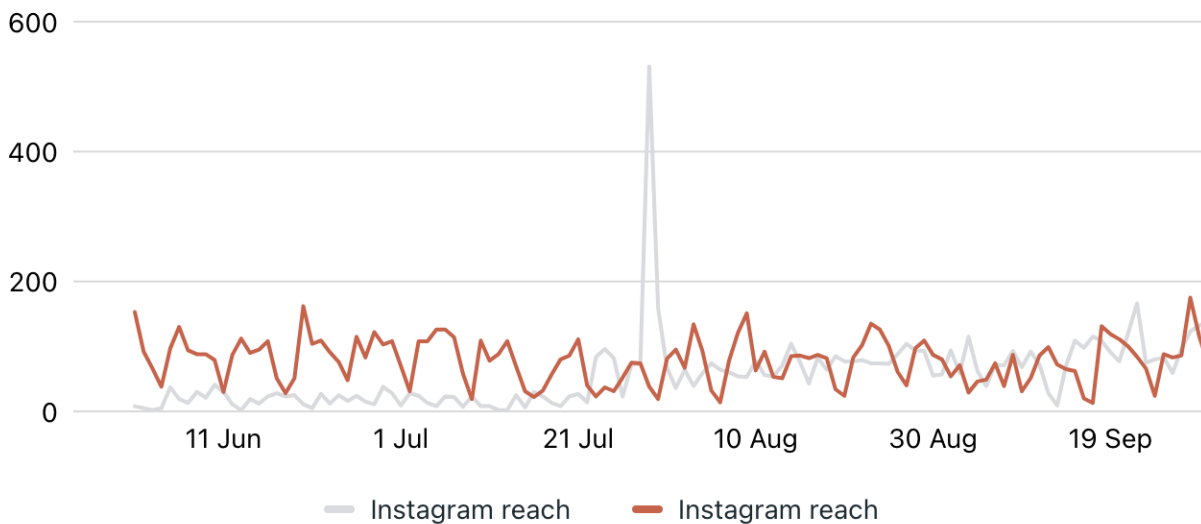
1,756 ↑ 0.7%

Paid reach ⓘ

2,454 ↑ 100%

Daily

Cumulative

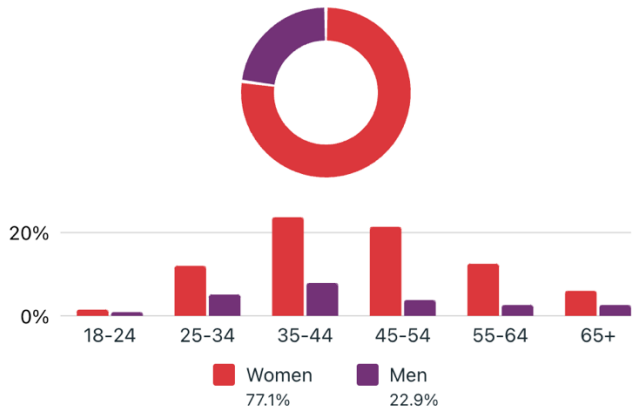




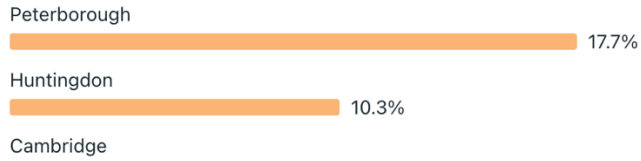
Facebook followers ⓘ

1,583

Age & gender ⓘ



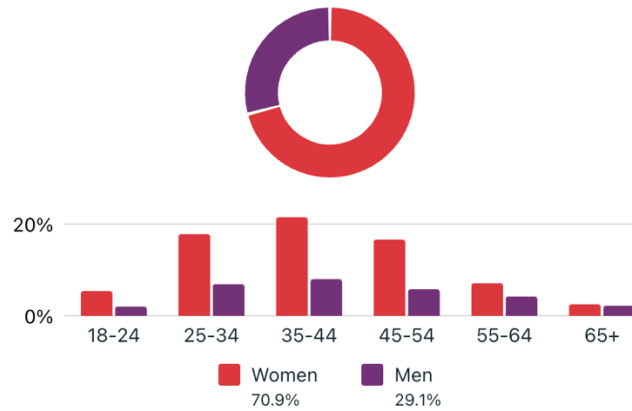
Top towns/cities



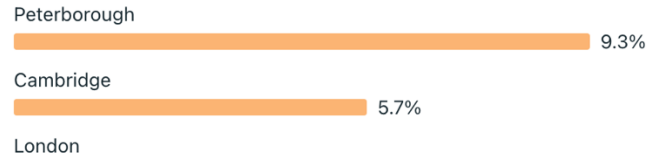
Instagram followers ⓘ

980

Age & gender ⓘ



Top towns/cities



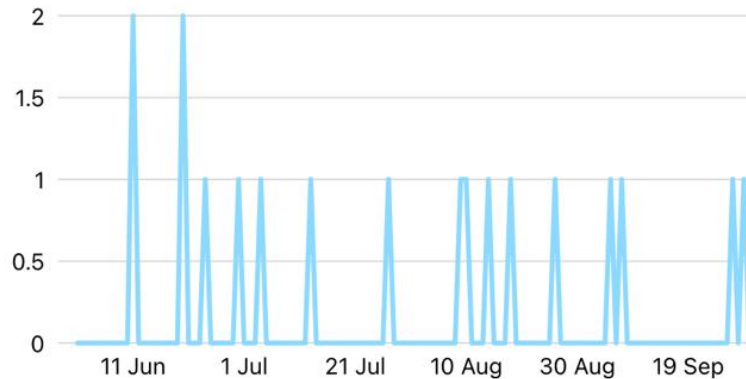
The highest engaging audience of men and women are 35-44 year olds on both Facebook and Instagram

## New likes and follows

Export

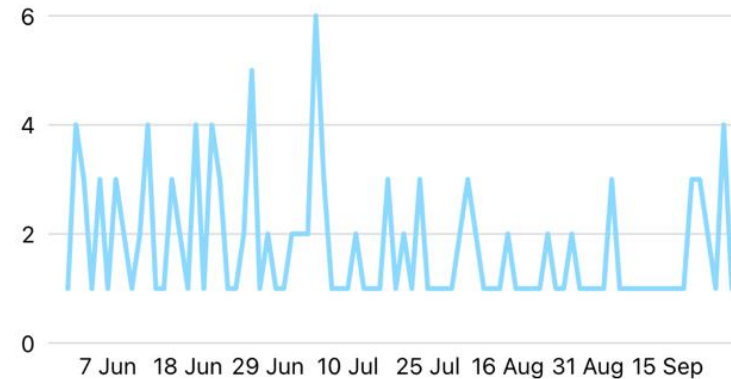
Facebook Page new likes ⓘ

18 ↑ 20%









New Instagram followers ⓘ

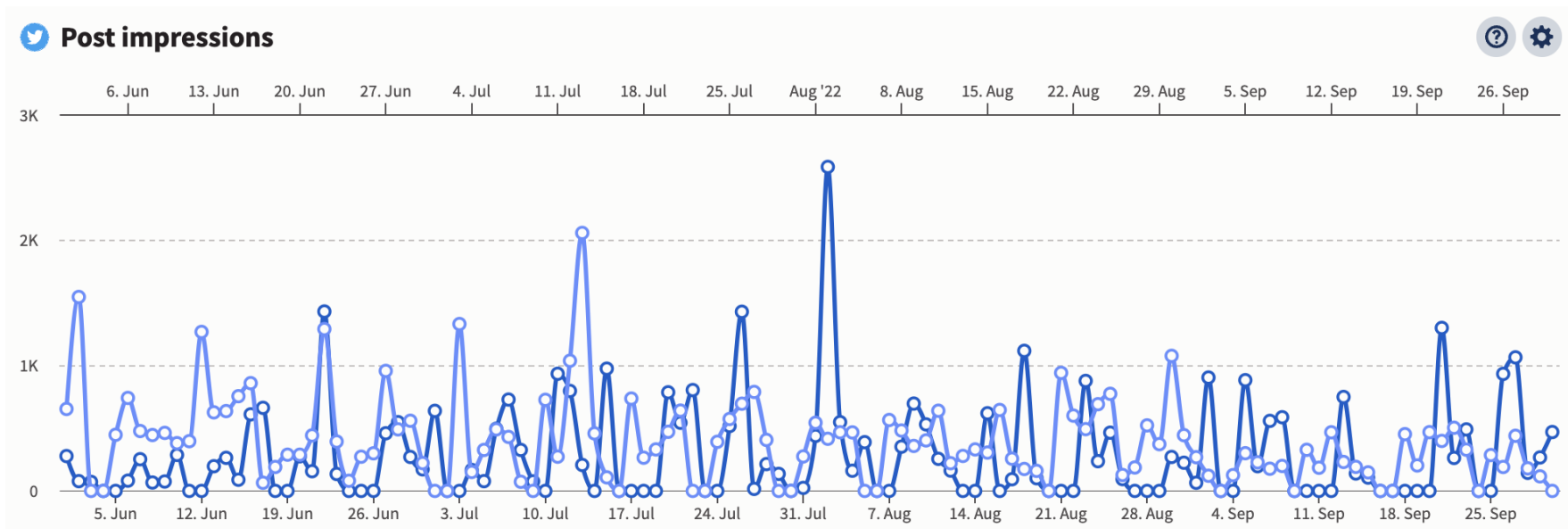
149 ↑ 17.3%



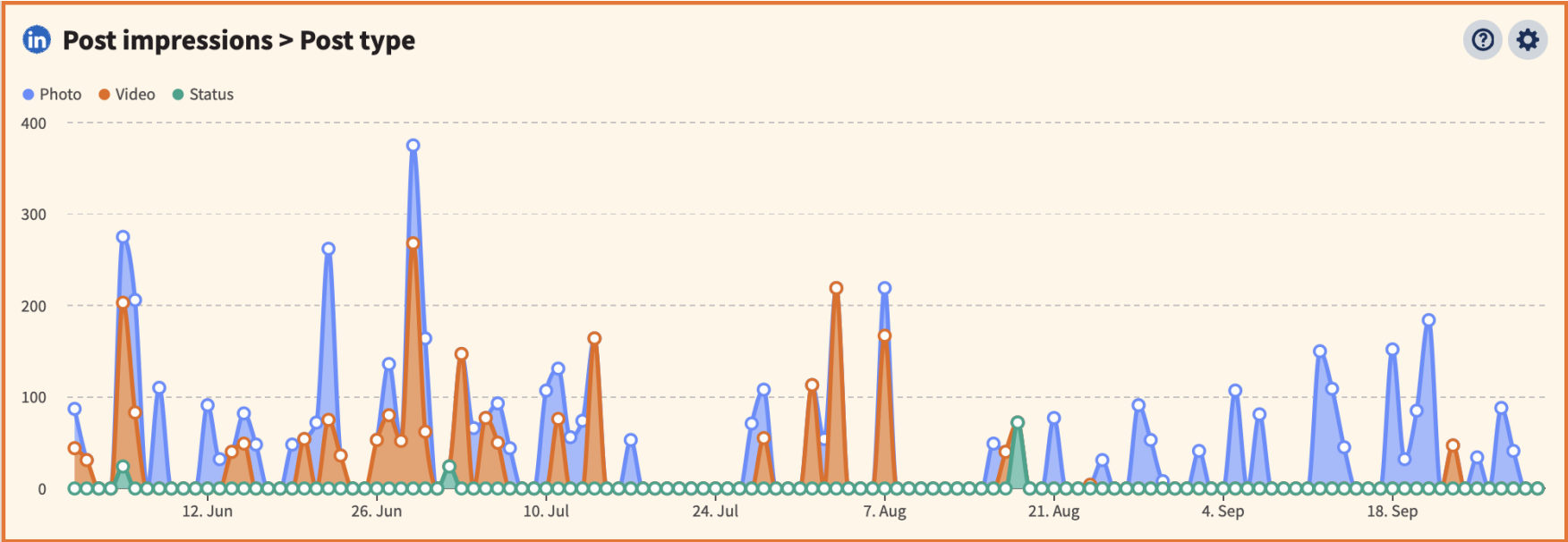
In our assessment of performance on Facebook, we've conducted a comparative analysis against similar Healthwatch organisations for the period spanning from 20 September 2023, to 17 October 2023. Over the course of the last 28 days, we've observed that our activity has consistently surpassed that of other 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.

Page	Page likes ↓	Page likes change ↑↓	Published content	
 <b>Healthwatch Bedford Borough</b> The independent consumer champion created to gather and represent th...	1.6K	↑ 10	74	...
 <b>Healthwatch in Cambridgeshire and Peterborough</b> We are your local health and social care champion. From Werrington to H...	1.4K	↑ 12	128	...
 <b>Healthwatch Essex</b> Healthwatch Essex is an independent charity. We use your voice to impro...	1.4K	↑ 26	27	...
 <b>Healthwatch Lincolnshire</b> The consumer champion for health and social care in Lincolnshire	1.2K	↑ 12	21	...
 <b>Healthwatch Suffolk</b> We use people's experiences of health and social care to shape, influenc...	1.2K	↑ 22	19	...
 <b>Healthwatch Norfolk</b> Healthwatch Norfolk gather people's views of health and social care servi...	1.1K	↑ 8	39	...

Twitter post impressions 1/6/23-30/9/23 compared against reach 1/6/22-30/9/22



LinkedIn post impressions 1/6/23-30/9/23 compared against reach 1/6/22-30/9/22



## 5. Earned media

2 August	Healthwatch Cambridgeshire and Peterborough role 'more important than ever' as it celebrates 10th anniversary	Fenland Citizen	<a href="https://www.fenlandcitizen.co.uk/news/healthwatch-cambridgeshire-and-peterborough-role-more-impor-9324282/">https://www.fenlandcitizen.co.uk/news/healthwatch-cambridgeshire-and-peterborough-role-more-impor-9324282/</a>	Yes
5 July	Long-serving staff shine bright for the NHS on 75th birthday	Planet Radio	<a href="https://planetradio.co.uk/greatest-hits/cambridgeshire/news/nhs-75th-anniversary-cambridgeshire/">https://planetradio.co.uk/greatest-hits/cambridgeshire/news/nhs-75th-anniversary-cambridgeshire/</a>	Yes
21 June	Cambridgeshire: Healthwatch launches new listening project	Hunts Post	<a href="https://www.huntspost.co.uk/news/23602601.cambridgeshire-healthwatch-launches-new-listening-project/">https://www.huntspost.co.uk/news/23602601.cambridgeshire-healthwatch-launches-new-listening-project/</a>	Yes

**21 June 2023:** <https://www.huntspost.co.uk/news/23602601.cambridgeshire-healthwatch-launches-new-listening-project/>

**July 2023** – PPG toolkit promoted in the GP newsletter

Julian appeared on Radio Cambridgeshire to comment on BBC investigation into the state of NHS dentistry:  
<https://youtu.be/uPx0rZac5mw>

Julian appeared on Radio Cambridgeshire to discuss issues around transitioning from Child to Adult mental health services: [Our CEO Julian Stanley joins radio discussion around mental health services | Healthwatch Cambridgeshire](#)

Karen Igbo appeared on radio Cambridgeshire to discuss the community research volunteers role with Kev Lawrence.

**September 2023-** Stewart Appeared on PCRFM to promote the summit

18/9/23 Julian appeared on BBC Radio Cambridgeshire to discuss bed occupancy running at 90% in Cambridgeshire hospitals <https://www.healthwatchcambridgeshire.co.uk/news/2023-09-18/our-ceo-julian-stanley-joins-radio-discussion-around-hospitals-cambridgeshire>

## **6. 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 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.** We currently have 30 volunteers registered across Cambridgeshire and Peterborough. We are actively recruiting new volunteers as a priority. We have several people going through the recruitment and training process.
- 19.** Our effective processes for working with volunteers have 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 considering the timing of our reaccreditation for the Investors in Volunteering award so we can focus on recruitment. We will endeavor to complete the accreditation within the period allowed for us to use the current quality mark.
- 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.

**24.** A review of the way in which we recruit and manage our partnership boards, the way in which they operate, the locations and number of events we hold is being planned. Due consultation with our stakeholder and funded will be undertaken as part of this process.

## Experiences

**27,** During July 1<sup>st</sup> – September 30<sup>th</sup> we recorded 736 pieces of feedback, 15% (112) of these required an element of signposting. This compares to 644 for the same period in 2022 and 505 in 2021.

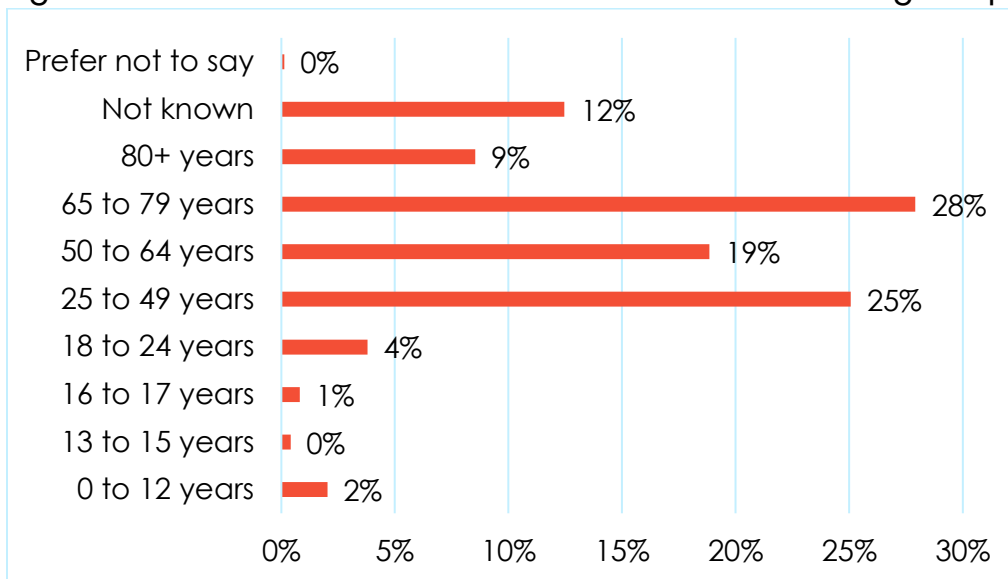
62% of experiences recorded came from women, 26% came from men, and the remaining percentage made up from 'prefer not to say' and 'not known'.

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

<b>Ethnicity</b>	<b>Percent</b>
White: British / English / Northern Irish / Scottish / Welsh	63.4%
Not known	17.2%
White: Any other White background	6.0%
Any other ethnic group	3.5%
Asian / Asian British: Any other Asian / Asian British background	1.5%
Prefer not to say	1.5%
White: Irish	0.9%
Arab	0.9%
Black / Black British: Caribbean	0.9%
Asian / Asian British: Indian	0.8%
White: Gypsy, Traveller or Irish Traveller	0.7%
Asian / Asian British: Pakistani	0.7%
Asian / Asian British: Chinese	0.5%
Black / Black British: African	0.5%
Mixed / Multiple ethnic groups: Black African and White	0.3%

Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	0.3%
Black / Black British: Any other Black / Black British background	0.3%

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



26% of the experiences we recorded came from Fenland residents, closely followed by Peterborough, Huntingdonshire, and Cambridge City. Only 7% of experiences recorded came from East Cambridgeshire residents and 7% from South Cambridgeshire. Volume of feedback is greater in locations the engagement teams have worked in, 70% 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 service delivery, organisation and staffing, and a lack of continuity of care. The service areas we heard about most were:

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

## **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)	Initial two-year project to recruit and train volunteers to undertake community engagement and research projects completed	Amber	Follow on funding request submitted Sept 23, decision due by Nov 23. Top up recruiting and training some new CRs to carry out directed engagement projects within their localities planned. Next project expected to be early 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 due Nov 23.
ICS Engagement	Coordination and development of community input into Integrated Neighbourhoods	Green	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. In discussion re follow on funding for 2024 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 now underway. Survey designed and questions agreed.
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	Funding agreed Sept 23. Survey questions finalised and Comms plan written Oct 23. Project going live from Nov 23.
Volunteer Manager Training workshops	To plan and deliver two workshops for Volunteer Managers from other local Healthwatch on behalf of Healthwatch England	Green	Training material revised and complete. First workshop completed Oct 23 and second to be run by Feb 24.

## 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
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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. Bid submitted July 23, awaiting outcome.
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Decarbonisation of healthcare research project with University of Cambridge	Research bid to include public engagement on aspects of this research that affect local people. Outcome of bid due by Dec 23.
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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
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HIHR Funded Project (Aligned to HW England Strategy)	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.
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East of England Ambulance Service Trust	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.
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