

CEO REPORT

Quarter 1: April to June 2014

1. Headline Achievements

Reducing Waiting Times

Following our escalation of the waiting times for Older People's Social Care Assessments, the County Council have notified us that they have made significant progress. The longest wait has been reduced from 47 weeks to 16 and there are less people on the waiting list in all areas except Fenland and East Cambs locality, which is now being made a priority.

Sharing Intelligence

HWC are now key members of the County Council and CQC Intelligence Sharing Group. Furthermore, following our lobbying of the Executive Director of Children's Families and Adults Directorate, the County Council will now be regular members of the East Anglia Quality Surveillance Group.

Joint Response to the CCG Procurement

HWC has led the joint consultation response to the CCG's Older People's Procurement. Details of this has been circulated to the Board and can be found on the website. A press release of the response was circulated at the time but did not get any interest. The story has featured in the HW England newsletter. The CCG consultation report extensively quotes and responses to the issues we have raised¹.

2. Summary of Activities

2.1 HWC has been a core member of the Working Group chaired by CCC's Health Committee to resolve the Lifeworks protest. We have been very keen to ensure that the protestors are listened to in the redesign of the service. We have advised CPFT on how this can be done, promoted the consultation and facilitated the consultation meetings. The CEO and the Chair of the Health Committee have committed to reading all the consultation responses. We have also ensured that HW Peterborough and the SUN Network are appropriately involved. We are now working alongside the service users and CPFT and helping with the co-design of the new service.

¹<http://www.cambridgeshireandpeterboroughccg.nhs.uk/downloads/CCG/GB%20Meetings/2014/08%20July/Agenda%20Item%202002.1%20-%20End%20of%20consultation%20report%20FINAL.pdf>

- 2.2 The Annual Report has now been produced and will be circulated to all stakeholders. We have supplied a copy to HW England and NHS England as required by statute. The accounts for 2013/14 will be distributed alongside the Annual Report. We have also written an Easy Read version of the Annual Report.
- 2.3 The Maternity Services Report has been finalised and circulated to relevant parties, including Healthwatch England, NHS England Area Tea, the CCG and CQC. It is on the website and lead staff will progress the recommendations.
- 2.4 As a member of the county Safeguarding Adults Board the CEO is advising on developing a service user and carer advisory group. This is a long-term project that will build a network of people that have experience and views of safeguarding adults work which aims to inform the Board's decision-making and development.
- 2.5 HWC are contributing toward the specification and advising on engagement activities for the 111 and Out of Hours procurement. It appears to be very helpful to be part of the 111 Review Team.
- 2.6 One of the Co-ordinators recently visited the Ambulance Emergency Call Centre and there is an offer to go out with an Ambulance Team on a shift.
- 2.7 A Healthwatch training session was held with County Council Elected Members. A similar offer is being made to District Councils via the Local Health and Wellbeing Partnerships.
- 2.8 HWC is receiving a degree of national recognition. As a result of escalating concerns regarding capacity, our CEO has been asked to be the HW England rep on NICE's Safe Staffing Working Group. She was also asked to deliver a workshop, 'Making Local Voices Heard at a National Level', at the recent Healthwatch Conference. At the conference it was apparent that we are very much ahead of the game in terms of escalation.
- 2.9 HWC have supplied statements to support all of the providers' Quality Accounts.

3. Communications

We continue to develop all of our communications work, regular and pertinent news stories are a key part of this. Two members of staff have benefited from attending media training provided by HW England and the Information Officer is been trained to write Easy Read documents.

Media

We are developing relationships with the local press and radio and will build on recent press releases. The article produced regarding our joint response to the CCG Procurement was not taken up but we will continue to target areas of interest for the press. We are building good communications links with other Local Healthwatch.

Website

- Google analytics shows that our website is busier weekdays (usually 20 - 50 hits), as opposed to weekends (1 - 10 hits).
- 7 news articles on website in this period
- The new poll function appears popular. The PPG poll has 45 votes and the 111 poll had 130 votes). Suggestions for future polls are sought.
- We are now using Pinterest²
- There is a Good News stories section of the website, to promote the positive feedback that we get from local people on where care has worked well for them.

Social media

We have 831 followers on Twitter as of the end of June and have tweeted over 1,000 tweets with a good level of re-tweets and interactions. We use Twitter for promoting activities to stakeholders but some local people use Twitter to campaign and talk about health and care experiences. In these instances, we try to put people in touch with each other and the correct people who can address the points they make.

Facebook has nearly 40 followers. Most of the activity is linked to Twitter which is not ideal and we are looking at how to improve. We have had feedback on local maternity services via Facebook so it may be that we target this demographic.

4. Volunteering

We now have 5 volunteers who have been inducted and are now planning to go out to talk to community groups and raise the profile of HWC as well as collect people's stories and other feedback. They are also helping at events that we are going to.

We are acutely aware that we need many more volunteers and we are actively working to recruit more people. Co-ordinators attended Volunteers Week events in Wisbech and Ely and we continue to advertise as widely as possible.

We are working with other voluntary organisations to raise awareness of our work with their volunteers so that can direct people appropriately to us if they have feedback.

5. Engagement Activities

The public engagement activities, as listed below, have proved very successful in gathering feedback and raising our profile. We plan to extend these activities and target partnership opportunities, as well as a roaming library and community centre display to take place over the winter.

April

- Addenbrookes display and staff on the concourse - all day

² <http://uk.pinterest.com/HWCamb/>

May

- Bluntisham Health and Wellbeing Event - all day

June

- SUN meeting in Huntingdon
- Learn & Share event in Newmarket
- Ely Market stall - all day
- Wisbech market stall event - all day Saturday
- Cambridge Central Library - all day Saturday

Other stakeholder engagement

Requests for representation are becoming onerous and we have had to rethink some of our commitments. Staff are targeting strategic and core groups to attend, such as LCG Board meetings, local Health & Wellbeing Partnerships and CCC Partnership Boards. Any assistance that can be provided by the Board in this regard would be very helpful.

Some specific engagement work has been undertaken with key groups:

- Presentations to CCC Provider Fora
- Presentation and display to COPE AGM
- Presentation to Carers Connect (Huntingdonshire)
- Presentation to Carers Trust Carers Support Workers
- Pinpoint engagement event
- Diversity Forum

During the past quarter we have also written to all the publicly funded Care Homes (via the County Council), Patient Participation Groups, Registered Social Landlords and the county's Diversity & Equalities Network, explaining what we do and how we can work together.

6. Signposting & Intelligence

Our intelligence gathering and distribution system is now evolving to the next stage; all intelligence is recorded, compiled and feed into the appropriate channels. The Board has received a summarised version of the intelligence. Specific issues are pursued where indicated by volume and/or type. For example several people reported issues regarding mammogram appointments. We are working closely with Healthwatch England regarding escalation and use of intelligence. A fuller report will be made to the Board at the next meeting.

7. Finance

The year to date budget position will be circulated at the meeting. At the end of Quarter 1 all expenditure is on track. The County Council funding has just been received.