

CEO Report September to December 2017

Purpose

1. This report provides an update on Healthwatch Cambridgeshire and Peterborough activities for September to December 2017.

Key issues

2. The launch of the 'Accessible Information as Standard' was attended by over 70 people. People at the launch heard about people's experiences of and to hear from service providers about their plans for improvements. Actions Plans are now being collected from the main NHS providers in Peterborough and Cambridgeshire. There will be an update to this Board on progress in September 2018.
3. A response has been received from the CCG in respect of our 20-day letter regarding Tongue Tie Division services. The CCG confirm that redesign of this service will form part of the Better Births Plan, be co-produced with service users and consistent across the area.
4. Four vacancies unfilled in the Staff Review have been filled and new staff are taking up their posts during January and February. Recruitment for a Communications Officer is underway.
5. A review of volunteering roles and a new single volunteer support and development system is being introduced by the new Volunteer Manager.
6. Discussions are underway with Healthwatch England to ensure that our approach to branding complies with the requirements set out in our Branding Licence Agreement.

Action required by the Board

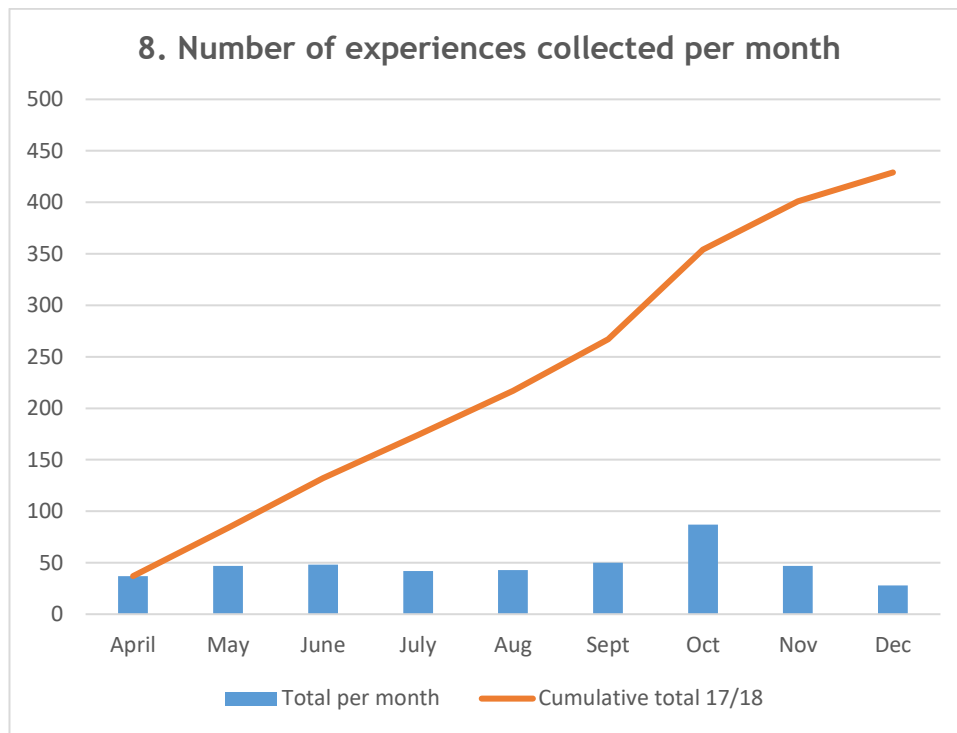
7. The Board is asked to:
 - Note the report.

Author

Sandie Smith, CEO

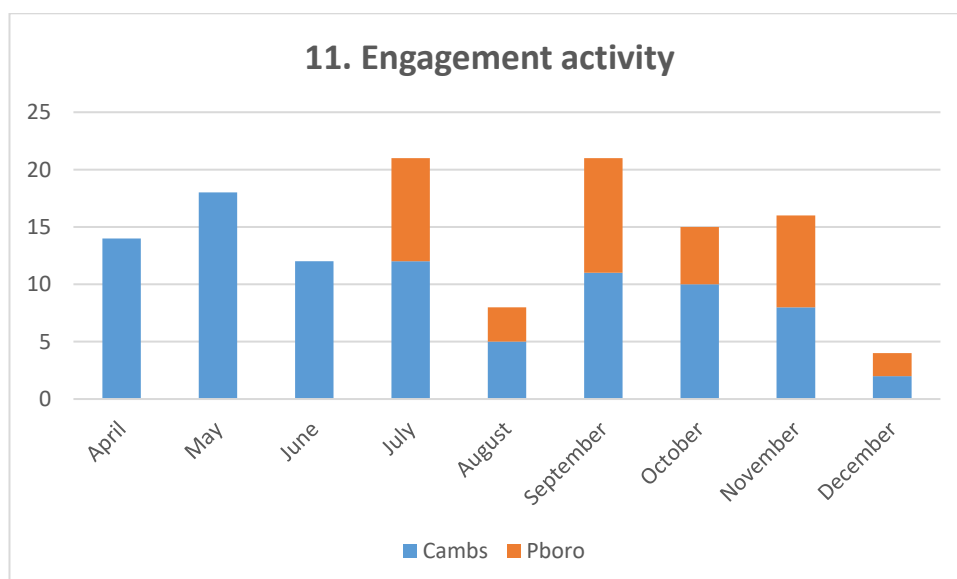
17th January 2018

Key Performance Indicators



9. At the end of December 2017, a total of 429 experiences had been collected in Cambridgeshire and including an increasing number of experiences from the Peterborough area.

10. It should be noted that there is more feedback being received from groups that we go to visit. During this period there were eight group feedback reports. The number of people that experiences are collected from is therefore higher than that reported above.



12. During this period the team spoke to 2,261 people at 56 events in Peterborough and Cambridgeshire.
13. Between September and December 44 volunteer hours were contributed in engagement activity in Cambridgeshire. Peterborough volunteer hours are now being collected.

Impacts and Influencing Activity

14. From September to December we responded to four consultations:
 - Cambs County Council: Changes to Children's Centres provision
 - Cambridgeshire and Peterborough Dementia Strategic Plan
 - Healthwatch England Strategy Consultation
 - Peterborough Pharmaceutical Needs Assessment
15. These are the impacts directly from our work, in addition to the impact around Tongue Tie Division services reported on Section 3 above, reported during these four months:
 - Following feedback from patients about poor signage and directions to the Out of Hours service at CUH, the CCG Project team have made CUH Estates Team and HUC aware. Signage and direction-giving has been improved.
 - We have engaged with four GP Practices, or groups of Practices, to give advice regarding engaging with patients about merger proposals
 - Informal feedback has been given to the CCG regarding cost limits for home-based Continuing Health Care. The CCG are undertaking further work to benchmark and discuss with patients and carers what are reasonable costs.
 - Patient communications regarding MRI appointments discussed with Chief Nurse at CUH. Capacity issues causing problems in service delivery. Advised that patients need to be kept informed and responded to in a prompt and clear manner.
 - Work done by Healthwatch working group on discharge has been used by the CCG as basis for a new leaflet. Resulting in improved information for patients and carers

Communications Activity

16. Summary of social media activity for 3rd quarter, 1 Oct - 31 Dec 2017

Facebook account merged 5 Oct 2017	
306 Cambs followers + 112 Peterborough = 418	
Number of posts	118
Interactions (link clicks, shares, comments)	704
Number of followers by 31/12 inc 3%	432
Twitter @HWPeterborough	
Tweets	112
Interactions (link clicks, RT, likes, mentions)	740
Total followers on 31/12/17	1818
Twitter @HW_Cambs	
	Totals
Tweets	206
Interactions (link clicks, RT, likes, mentions)	1593
Total followers	2938
Your Voice & Peterborough e-news merged on 9 November.	
During this period, we sent 2 editions of Your Voice, 2 editions of the Peterborough e-news and 3 segmented editions of the new combined e-newsletter (combined edition for those on both lists, a Peterborough edition and a Cambs edition).	
E-newsletters average engagement	
	Totals
Mailing list as of 31/12/17	1721
Opened by average of	21%
Engagement (links clicked by an average of)	4%

Media articles:

Five newspaper stories, includes Hunts Post, Cambs Times, Ely Standard, Wisbech Standard and Peterborough Telegraph.

Four 4 radio interviews, includes BBC Radio Cambs x 2, Heart FM and Inspire Radio.