CEO Report
January and February 2020

Purpose

1.   This report summarises Healthwatch Cambridgeshire and Peterborough activities for the first quarter of 2020/21.

Key issues

2.   The Healthwatch Cambridgeshire and Peterborough annual report was published on 30 June 2020, as required by statute. The report sets out the activities and achievements of the organisation, as described in the May CEO report to Board. The annual report and draft audited accounts will be presented to the Board at the AGM on 22 July.

3.   The survey to gather people's experiences of corona virus was launched at the end of May. The survey looks at how the pandemic has affected people and their experiences of using of health and care services. Further detail is set out in sections 7 to 10.

4.   Reporting against key performance indicators is presented in sections 11 to 33. These KPIs are being developed that have a greater focus on outcomes, supported by the Healthwatch England 'Making a Difference' toolkit, as previously presented to the Board. These KPIs are in the following sections:
- Strategic priorities section 11
- Engagement activity sections 12 and 14
- Communications sections 15 to 18
- Experiences and escalations sections 19 to 22
- Impacts and influencing sections 23 to 32
- Projects section 33.

5.   A small number of staff have returned to office working for part of the week, with distancing and other safety precautions in place. This is optional and seen as a small scale trial; the organisation is continuing with new virtual engagement and working at home arrangements.

Action required by the Board

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

Author

Sandie Smith, CEO

15 July 2020

Covid-19 survey

7. The survey was designed with input from partner organisations, including the CCG and local authorities. The aim is to run continuously until September with regular published briefings of the findings. The first of these was published on 6 July[1][2] This was based on 535 responses. The main themes of what people said were:

    - A third of people put off seeking help for their health – for minor problems and potentially serious conditions.
    - Three out of four people said their mental health or wellbeing had been affected in some way.
    - Most people who had used health services had had a good or excellent experience.
    - Others expressed concern about services suddenly stopping and poor communication about changes.

8. The findings have been shared with senior leaders and received excellent feedback about the usefulness of the insight gathered. The need for good communications to patients is being actively highlighted to partners.

9. The next tranche of data is now being analysed with the next briefing is due to be published on 27 July. The final report is anticipated to be published in late September and will present a full analysis of all of the collected data.

10. Ongoing communications and engagement activity is targeting people we have not heard from, so that we can give all communities opportunity for equal voice. Multiple responses are encouraged as people will have multiple interactions with different services.

Strategic priorities

11. Table 1 below summarises ongoing and specific activities that are being undertaken in response to our strategic priorities. This will feature in every CEO report in future.

Priority	Current activities
1.Promoting Independence and Self-Care	- Information Service delivery - Website information

---

[1] https://www.healthwatchcambridgeshire.co.uk/report/2020-07-06/covid-19-briefing-1

[2] https://www.healthwatchpeterborough.co.uk/news/2020-07-06/first-findings-published-our-covid-19-survey

2. Access to Primary Care Services	• GP website review project underway • Engagement with Patient Participation Groups • Escalating access concerns
3. Social Care and Integrated Support Services	• Partnership board activities • See escalations for specific impacts
4. Mental Health Services for Children, Young People and Adults	• Working with partners to understand lived experience and share with commissioners and providers • Internal Working Group. • Members of CPFT collaborative group • Safeguarding concern raised
5. Involving people in redesigning the services they use	• Healthwatch England online engagement project • Opportunities to contribute via health and care forums and partnership boards • Opportunities to take up research participation

Table 1 Activities aligned to strategic priorities

Engagement Activity

12.   Engagement activity is primarily being carried out via online meetings, we have found there is a good level of interest in attendance from partners and communities. Table 2 lists these meetings, the number of people attending and subjects discussed.

	Last meeting	Attendees*	Key speakers and updates
Healthwatch Community Health and Care Forums			
Fenland Director NP Staff lead MK	11/6	11	• CQC update (working with residential care settings during Covid-19) • National Diabetes Prevention Programme • FDC Community support update
Greater Cambridge Director FD Staff lead GL	3/6	11	• CQC update (working with residential care settings during Covid-19) • Cambridge CVS Community support update
Huntingdonshire Director FD Staff lead CTJ	16/6 Next regular meeting 7/7	5	• Additional meeting to discuss local GP surgeries and PPG activity during Covid-19

Peterborough Director NP Staff lead MK	28/5	18	• CQC update re residential care homes during Covid-19 • Community support update from Pboro CVS • Updates from NWAFT, CCS and PCC
	25/6	17	• National Diabetes Prevention Programme • Updates from NWAFT, Little Miracles, Octagon, Family Voice, AJM Healthcare and PCC
Wheelchair users Staff lead GL	18/5	11	• Coping with isolation • Experiences • Priorities for future meetings
Cambridgeshire County and Peterborough City Councils' Adult Social Care Partnership Boards delivered by Healthwatch			
Older people	8/6	15	• CCC update on Older People's Services and Covid-19 • Board Priorities
Carers	5/5	11	• CCC update on Adult Social Care Forum and Covid-19 • Board Priorities
Physical disability	18/6	11	• CCC PD Team update re Covid-19 • Board Priorities
Sensory impairment	23/6	11	• CCC update on commissioning and impact of Covid-19. • Board Priorities

*excluding Healthwatch staff and Directors

Table 2 Health and care forum and partnership board meetings and topics

13. We are discussing with members of the Learning Disability Partnership Board how business can be continued within current restrictions. This board usually takes all day and is attended by a large number of people. Hence shifting online is not a simple process.

14. The intelligence gathered at all of these meetings is fed into our evidence base and concerns escalated according to our decision making protocol. Requests for information are actioned by the relevant member of staff, usually from our Information Service, with responses supplied directly to the person or the next meeting, as most appropriate.

Communications

15. **Publications and promotional focus** – The focus in this period has been around responding to the pandemic. We launched our Covid-19 survey and published the annual report 2019-20. Our PR activities resulted in 17 articles in the traditional press and at least 32 articles in partner newsletters.

16. **Websites -** The new Peterborough website came online on 3 April, following the Cambridgeshire site in February 2020. It showcases news stories and reports more effectively, promotes events and includes a new advice and information section. It's easier for people to navigate and get in touch. In this period, both websites have been regularly updated, including publishing:
    - Cambridgeshire - 13 news / blog articles and 6 new advice articles
    - Peterborough - 12 news / blog articles and 6 new advice articles

    Advice articles have been regularly updated, sometimes two or three times a month, as Government advice changes. Our advice articles have been accessed 1,493 times in this period.

    Website engagement has increased significantly. Data shows 6,574 users have accessed our websites in this period and viewed 25,456 pages - a 23% increase in users and a 43% increase in page views from the same period last year. Users are staying on the website longer and interacting with the site more. More than 750 people contacted us via the websites in this period, a significant increase on the last year when only 15% of enquiries came via online activities.

17. **E-news** – sent four segmented editions of the local Healthwatch e-news with a circulation of just under 1,000 readers. The average open rates are 35%, increasing to 45% when the edition is re-sent, and an average of 10% of people clicking on content, increasing to 17% where this is resent.

18. **Social media** – Social media has been an important tool to share information updates with our communities. Reach and engagement have both increased significantly when compared to the same period last year.

    Facebook and Twitter as our core channels, with significantly increased use of YouTube (increase by 1700%, with an average 8 hours a month watch time). Our most popular content has been the video launching the Covid-19 survey with a combination of 93 Facebook and Twitter shares – this has been viewed more than 27,000 times.

1st quarter 20-21	1st quarter totals	Ave per month	% change from same period last year	
Posts	422	141	40 ⬆	
No of followers	4861		13 ⬆	Reach
Shares	1066	355	56 ⬆	Reach
Reactions	1621	540	54 ⬆	Engage
Replies / mentions	265	88	10 ⬆	Reach / Engage
Link clicks	709	236	39 ⬆	Engage
Video views	1628	543	98 ⬆	Engage
Total engagement	3661	1220	48 ⬆	

Experiences and escalations

19.   Experiences collected and signposting enquiries for the year to date are show on Graph 1 below. There has been no face to face engagement since mid-March, hence the number of experiences has fallen. The numbers show the volume of feedback coming in via the Information Service and we are pleased that this has continued to give us a good source of intelligence.

20.   The Information Service has noted an increase in the complexity of the enquiries they are handling since the start of the pandemic.

21.   These experiences are in addition to the responses received through the survey (see section 7 above).
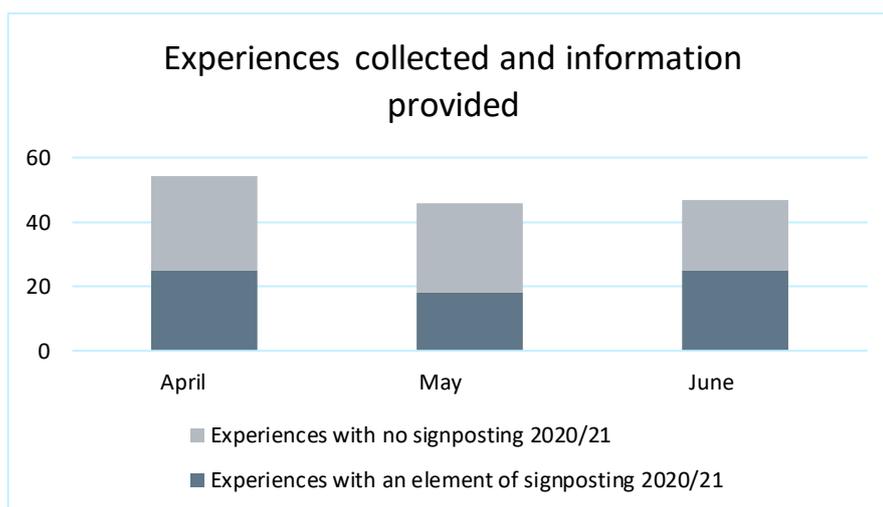
Graph 1 Experiences collected and information provided

22.   Concerns have been escalated where the volume and/or nature of the feedback indicates that action is required. Impact resulting from current or past escalations is described in the impacts section below. Current themes emerging and being escalated are:

- Information for people about their medical appointments and treatments

- Access to NHS dentists in Peterborough
- Problems registering with GPs
- Relaxation of GDPR processes during covid.

Impacts and influencing

23. Our Healthwatch is pleased to see that action is taken as a result of the feedback that we pass onto local leaders and decisions makers. During the last quarter it has understandably been a very different strategic and planning environment. However, we have maintained Influencing routes and are pleased to be seeing a wide range of impact. The largest and clearest impacts are described below.

24. We have fed back to providers, hubs and commissioners a number of points regarding safety in hospitals and confusion regarding the help available for shielding people. This feedback has been welcomed and action taken.

25. One specific example is the experience of people with sensory impairment. We heard from people about how they were experiencing significant difficulties during lockdown and how the safety measures affected them, eg using face coverings means that people cannot lip read. These concerns were taken up by local authorities via the hubs network and a number of actions taken to support their commissioned voluntary sector and check accessibility of information. The awareness of the issue has been raised significantly.

26. We alerted a provider that there was an inaccurate media article about their service. As a result, the service arranged for corrections to be made and their website updated.

27. Our CEO is a member of the steering group that is working to disperse people affected by the closure of Church St GP practice, Somersham. Healthwatch details have been included in letters to people about this and people who worried about this have contacted us. We have reassured people, where possible, logged their concerns and fed back to the CCG. We will facilitate an online patient meeting later in July to help the CCG understand people's worries and minimise the impact on them.

28. Healthwatch details were included in letters sent to people about increases resulting from local authority adult social care charges, otherwise known as 'Fairer Charging'. Those queries and experiences have been answered, resolved where possible, and anonymised detail passed back to the commissioner.

29. We were concerned to learn that shielded people's data had been shared with local authority Councillors. We raised this concern with the local authority and took advice from the Information Commissioner's Office and our own Data Protection Officer. We have now seen the Data Protection Impact

Assessment and requested that there be appropriate training in place and that protocols are strictly adhered to regarding deletion of personal data.

30.   We have asked our local authorities for their position regarding Care Act Easements and have received confirmation that there are no plans for this in Cambridgeshire and Peterborough at this point. We will be informed if this changes. Healthwatch England are assessing the national position on this, we have informed them of our local position.

31.   People told us that they were concerned that they did not have routes to make complaints, as complaints had been 'paused' during the emergency. This is a particular worry for care homes and primary care, where the usual complaints processes are obscure, complex and fragmented. We raised this with Healthwatch England. The usual complaints processes have restarted.

32.   As the local health and care system moves into the recovery phase, also being termed as 'restoration' or 'reset', we have assessed the status of our influencing routes and identified where work has been paused, reframed or started. We are continually monitoring strategic representation to make sure that we have the most effective routes to present the views of local people.

Projects

33.   Current project status is listed below in table 3.

Project name	Description	Status	Comment
Gypsy, Roma and Traveller project	Lottery funded three year engagement project to develop a network of volunteer listeners.	Amber	On pause due to Covid19. Exploring possibilities for interim activity.
GP website review	Review of GP websites to assess information content and format	Green	Due to report late summer/early autumn.
CQC Experts by Experience	Sub-contract to recruit, train and maintain a pool of Experts by Experience to support CQC inspections.	Red	On hold due to Covid19.
Online engagement training module	Successful bid to test and support development of Healthwatch England training module.	Green	In delivery.

Table 3 Project summary and status