

CEO Report March 2021

Purpose

1. This report summarises Healthwatch Cambridgeshire and Peterborough activities for March 2021 and presents a summary of the achievements for 2020/21. April activity will be included in quarter 1 data that is being presented to the Board in July.

Key issues

2. The achievements of our Healthwatch and progress of the 2020/21 work programme are summarised in appendix 1 below. The annual report is now being written and will be published on or before 30th June 2021, as required by statute. More details of the year's work will be presented to the Board at the AGM in July.
3. The application for our local health and care system to become an Integrated Care System has been approved by NHS England. We are pleased to have a good dialogue with ICS colleagues are offering support and advice regarding patient and public involvement and engagement. We are keen to see a more united and cohesive patient and public voice.
4. A task and finish group has been set up by the CCG in response to the letter we wrote urging progress in implementing the ReSPECT programme in Cambridgeshire and Peterborough. Our Chair is joining that group and is actively contributing to ReSPECT work locally. See Chair's report for further detail.
5. Staff wellbeing continues to be a priority for the organisation. Having signed the 'Time 2 Change' pledge at our 2019 AGM we are sad to note that this national organisation no longer exists. Our commitment to supporting staff wellbeing continues however, particularly as the team is still primarily working at home. Our HR adviser, Sarah Stones, has recently carried out a Motivational Mapping exercise with the team and we have received some excellent feedback.
6. The restrictions we observe in pre-election periods, also known as purdah, has meant that publication of reports has been delayed. The reports from the A&E standards consultation, the NHSE/I Integrated Index Project and our autism workshop will be published this month, after the elections have completed.

7. Reporting against key performance indicators is presented in the sections listed below. To be read alongside the 2020/21 work programme achievements.

- Strategic priorities: section 9
- Concerns and escalations: sections 10 to 14
- Communications: sections 15 to 19
- Engagement: sections 20 to 25
- Volunteering: sections 26 and 27
- Experiences: sections 28 and 29
- Impacts and influencing: sections 30 to 33
- Projects: section 34.

Action required by the Board

8. The Board is asked to:
- Note the report and the achievements of 2020/21.

Author

Sandie Smith, CEO

12 May 2021

Strategic priorities

9. Table 1 below summarises ongoing and specific activities that are being undertaken to address our strategic priorities.

Priority	Current activities
1.Promoting Independence and 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"> • GP website review report and checklist • Representation at primary care intelligence sharing groups • GP access cards distributed • Escalating access concerns, particularly NHS dentistry and access to face to face consultations.
3. Social Care and Integrated Support Services	<ul style="list-style-type: none"> • Partnership Board activities • Discharge from hospital report • Influencing and supporting the engagement approach of the ICS.
4. Mental Health Services for Children, Young People and Adults	<ul style="list-style-type: none"> • Working with partners to understand lived experience and share with commissioners and providers • Members of CPFT collaborative group • Autism workshop • Transition experiences as part of Integration Index project.
5. Involving people in redesigning the services they use	<ul style="list-style-type: none"> • NHS England/Improvement Integration Index project. • Opportunities to contribute via health and care forums and partnership boards • Research opportunities.

Table 1 Activities aligned to strategic priorities

Concerns and escalations

10. We continue to receive many enquiries from people who are unable to access NHS dental services. There is a separate paper on this agenda giving more detail.
11. As GP practices continue to operate on a telephone triage system, we are hearing from more people who feel they need a face to face appointment but cannot get one. It appears to be a highly inconsistent picture across Cambridgeshire and Peterborough. Data also shows that A&E walk in attendances are increasing. It highly likely that these are linked.
12. We have regular intelligence sharing meetings with the CCG and NHSE at which we raise concerns. Primary care capacity to deliver more face to face meetings is likely to be pressured for some time to come yet, as practices continue to deliver the vaccination programme.
13. Furthermore we are keeping up to date about which routine primary care services have been paused, and seeking clarification on any blurred areas, such as ear wax removal.
14. We have discovered that the Public Health England (PHE) screening system cannot flag accessible information as required the NHS Accessible Information Standard. This has been escalated to Healthwatch England to raise with PHE and correct.

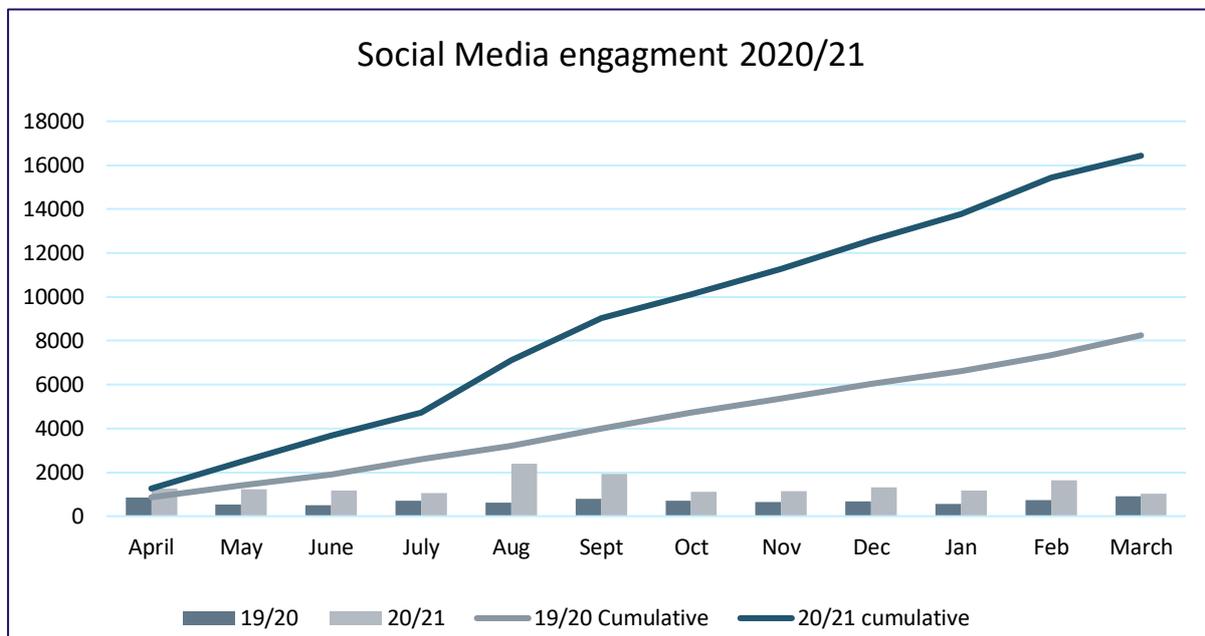
Communications

15. **Publications and promotional focus for March 21**- promoting the GP access during Covid report from Healthwatch England, promotion of GP Access cards, vaccinations for people with learning disabilities and calling for feedback on services.
16. **Our PR activities we have had 4 articles** in the traditional press, including one on GP access which resulted in feedback from 58 people.
17. **Websites** - we have continued to keep our websites up to date with events, news stories, blogs and report pages updated in this period. During March we had 4,701 visitors to our sites, an increase of 47% on the same period last year - when we had our old websites.
 - Of these, 173 people shared an experience via one of our websites
 - And more than 1,700 people visited one of our advice and information pages making this our most popular content overall.

The most popular website content across both sites this month has been:

- Our feedback forms
- Finding an NHS dentist articles
- Your questions about the Covid vaccine articles
- Testing for coronavirus articles

18. **E-news** - sent two segmented editions of the local Healthwatch e-news to a circulation of over 1,000 readers in March, with average open rates at 40% and click through rates of 4.5%.
19. **Social media engagement** has continued to grow during March. During this year we have doubled the level of engagement we've undertaken via social media, helping to raise awareness of our work and increase feedback on services.



Graph 1 Social media year to date

Engagement

20. In March there were two health and care forum meetings. The next meetings of the Greater Cambridge and Fenland health and care forums take place in April.

Meeting	Date of meeting	Attendees *	Key speakers and updates
Huntingdon Health and Care Forum	2/3	21	<ul style="list-style-type: none"> • Update from Adult Social Care Partnership Boards • Update from NWAFT • Update from CPFT • Update from Cambridgeshire Hearing Help

Peterborough Health and Care forum	25/3	17	<ul style="list-style-type: none"> • Good Neighbours Rural Peterborough scheme • Update from NHS111 • Update from NWAFT • Update from CPFT
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Table 2 Health and care forum meetings and topics
*Attendees exclude Healthwatch staff and Directors

21. The following Partnership Board meetings took place in March 2021.

Meeting	Date of meeting	Attendees *	Key speakers and updates
Older People's Partnership Board	8/3	14	<ul style="list-style-type: none"> • Day opportunities • Update from Older People's Services (CCC/PCC) • Covid-19 update
Carers Partnership Board	16/3	16	<ul style="list-style-type: none"> • Day opportunities • Update from All-Age Carers Service • Young Carers Action Day • Results from young carers/young adult carers survey
Sensory Impairment Partnership Board	2/3	11	<ul style="list-style-type: none"> • Cambridgeshire Deaf Association • Cambridgeshire Hearing Help • Camsight • Huntsblind • Peterborough Association for the Blind • Covid-19 update
Learning Disability Partnership Board	18/3	22	<ul style="list-style-type: none"> • Day Opportunities • Financial Assessments • Update from all-Age Autism Strategic Board

Table 3 Partnership board meetings and topics

*Attendees exclude Healthwatch staff and Directors

22. Next meetings of the other Partnership Boards are:

- Physical Disability Partnership Board - 11 May
- Wheelchair User Forum - 10 May

23. Other online engagement activity is growing rapidly, as shown in the table below.

Number of events attended (online)	Number of people engaged with	Experiences heard/requests for follow-up
13	149	61

Table 4 Summary of other engagement activity

24. We have engaged with a very board range of groups including:

- Diabetes Group Cambridge
- March and Whittlesey networking meeting
- Parkinson Group - Cambridge
- Fenland BAME communities
- Peterborough BAME Vaccination
- Peterborough Seldom heard communities forum
- Peterborough Alzheimers Carers
- Peterborough Stroke Info café
- Peterborough Alzheimers Open Minds Group
- Young Carers Action Day (Cams)
- Click Therapy group (Fens)

25. The team also attended a wide variety of external meetings with plans made for future engagement opportunities.

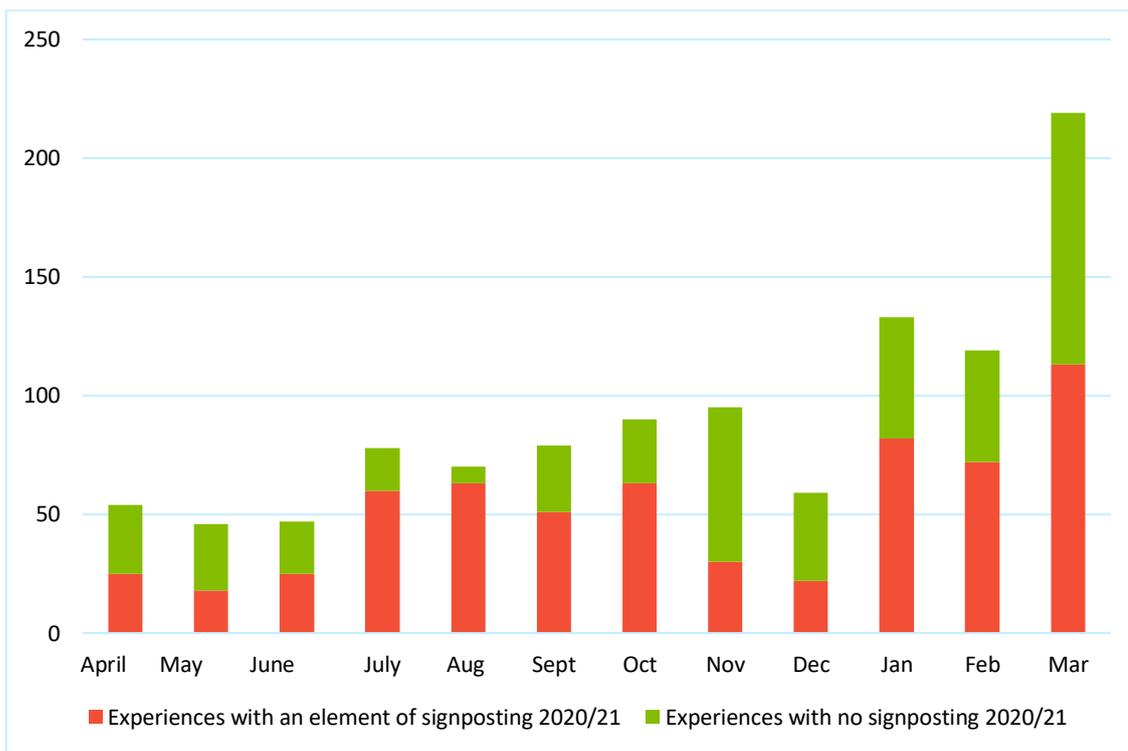
Volunteering

26. We currently have 38 active volunteers. Despite not actively seeking to recruit new volunteers during the Covid-19 pandemic, we have recruited seven new volunteers over the past year.

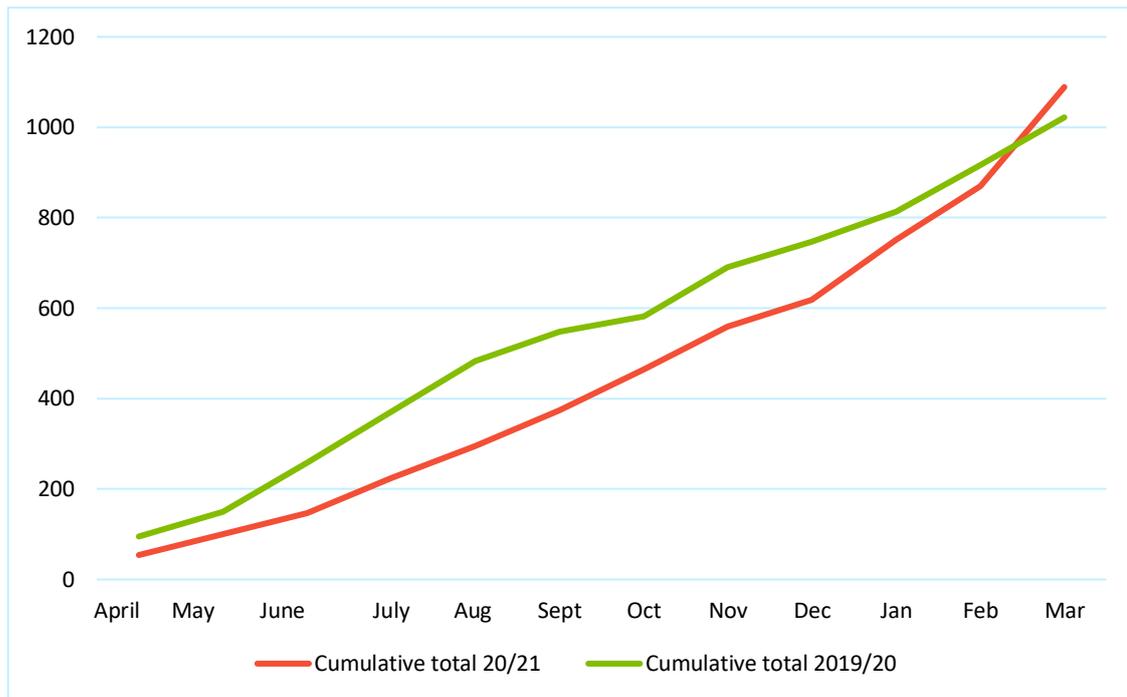
27. Volunteer retention has been much improved this year, largely due to frequent contact with volunteers involving the Volunteers Manager and engagement team. In 2020/21 there were only three resignations of volunteers, compared to 17 in 2019/20.

Experiences

28. During March we have seen an increased number of experiences and signposting requests coming via our websites. This increased activity is shown on graph 2 below.
29. During the past year the percentage of people requiring signposting as a total of everyone contacting us was 57.3% as opposed to only 24.4% in 19-20. We believe there are three factors that account for this:
 - The ceasing of face-to-face engagement meant we did not have the volume of feedback surveys we usually have.
 - An increased need for clear information during the pandemic.
 - We have also seen an increase in contacts arising from the CCG’s letters about the changes to local GP practices.



Graph 2 Experiences by month 2020/21



Graph 3 Comparison of totals 19/20 and 20/21

Impacts and influencing

30. Our 'Leaving hospital during Covid' report continues to make an impact. In line with our recommendations, the local authorities have produced a leaflet detailing voluntary sector support for people leaving hospitals. This has been sent to all our hospitals for distribution to ward staff. Our CEO ask been invited to represent Healthwatch on the regional 'Home First' group and to join the new local discharge to assess transformation board. This board will be working toward improving the whole leaving hospital experience, including issues relating to equipment and transport.
31. We have obtained a supply of 'GP access' cards from Healthwatch England and have been distributing these to partner organisations. These cards inform people of the right to register with a GP. Over 400 cards have been sent to 15 organisations for handing out to their clients who are experiencing problems registering with a GP.
32. We have been invited to join the CCG Harm Review Group (TOC5) and are using our intelligence and knowledge of local communities to add the patient, carer and public perspective to the thematic reviews that the group is undertaking. Areas of concern are escalated to system leaders for action.
33. We have been represented on recruitment panels for a number of senior and strategic appointments.

Projects

34. Table 5 updates the Board on the status of current project work. The new Business Development Programme Group is considering these projects in more detail.

Project name	Description	Status	Comment
South Alliance	Community research recruitment and enabling project.	Green	Two year project, planning underway.
Consultation on proposed A&E performance standards	Two public workshops to gather views on the proposed new standards for urgent and emergency care	Green	Complete. Report to be published linking to the publication of the national consultation findings by NHSE/I.
NHS England Integration Index project	Integrated care review for two specific patient personas. Mental Health Transitions and South Asian with Diabetes.	Green	Complete. Our local report publication to link to national timescale. Learning to be embedded in improvement plans.
Experiences and support needs of adults with autism	Working with new countywide Autism Board to provide patient and carer experiences to support CCG/local authority strategy.	Green	Complete. Embargoed copy of report sent to key partners. Full publication after purdah. LA/CCG confirmed that recommendations to be embedded in system autism strategy.
Gypsy, Roma and Traveller project	Lottery funded three year engagement project to develop a network of volunteer listeners.	Amber	Discussions in hand to plan starting project possibly in the autumn.
CQC Experts by Experience	Sub-contract to recruit, train and maintain a pool of Experts by Experience to support CQC inspections.	Amber	Delayed start due to Covid. Aiming to commence Q2/3 201/22.

Table 5 Project summary and status

Work Plan 20/21 - summary of achievements

	Overview of activities	Outputs	Priority	Lead
1.Information and intelligence	Delivery of information service	1,089 people used the service during the year to seek information and/or submit feedback. Usage and trends tracked and reported to Board. Note the percentage of people requiring signposting was 57.3% in 20-21 as opposed to only 24.4% in 19-20	1-4	Julie McNeill
	Maintenance of evidence base progressing and tracking concerns	Tracking system in place. 4 briefings to Board and staff.	1-4	
	Development of website information to support self-care (with AR)	Information pages on both websites. 12 new pages on each site; these have been viewed more than 40,000 times, and the top three articles are: <ul style="list-style-type: none"> • Testing for coronavirus • Finding an NHS dentist • Information on coronavirus 	1	
	Data analysis elements of project work. Writing report for Leaving Hospital during Covid.	Analysis completed for: <ul style="list-style-type: none"> • Your care during covid • Giving GP websites a check up • Leaving hospital during covid 	1-4	
	Policy and service change horizon scanning	Information disseminated to Board and staff on: <ul style="list-style-type: none"> • CQC inspections • National reports 	All	

<p>2.Communications</p>	<p>Promoting Healthwatch activities and supporting delivery of services digitally</p>	<p>Websites - two new websites launched. More than 67,000 people have visited the websites in this period, an increase of 231% on the previous year. The new websites work well with significant increase in users feeding back their experience via this route.</p> <p>Social media engagement increased by 100% this year</p> <p>E-newsletters - monthly e-news has been sent to all subscribers. Team e-news sent every 6 weeks.</p> <p>Promotional materials - design work undertaken on all flyers, briefings, and reports. Flyers distributed to community foodbanks, etc as part of Covid feedback project.</p> <p>PR activities: more than 165 articles published by external stakeholders, including in the traditional media, community newsletters, plus health and care provider and commissioners' newsletters.</p>	<p>All</p>	<p>Angie Ridley</p>
	<p>Development of an integrated approach to campaigns and project work (with all management team)</p>	<p>Developed Covid survey during the summer working with team, NHS and social care comms leads for feedback.</p> <p>Soft launch of Because We All Care feedback campaign developed by Healthwatch England and the CQC.</p>	<p>All</p>	

	<p>Developing and promoting surveys and other activities to support project work</p>	<p>1,131 people completed Covid survey and published three briefings.</p> <p>News stories developed and press releases sent to promote project activities such as Partnership Boards, report publications and feeding back on care.</p> <p>Promotion of Health and Care Forums, workshops and Board meetings.</p> <p>Reports published:</p> <ul style="list-style-type: none"> • Annual report 19/20 • Your care during covid • Giving GP websites a check up • Leaving hospital during covid 	<p>All</p>	
<p>3.Community engagement</p>	<p>Consolidate and extend attendance of Health and Care Forums and Partnership Board online meetings.</p>	<p>26 forum meetings, 21 Partnership Board meetings, 4 meetings of the Wheelchair User Forum and 3 Chairs meetings.</p> <p>System in place to log, progress and report back on action. Examples include:</p> <ul style="list-style-type: none"> • Update requested from NHS111, Sarah Shah from CCG attended meetings to give an update on NHS 111 following request from forum • Following query, established GPs do not include testing HbA1c level in routine blood tests • Update requested and received from CPFT around re-opening of services paused during pandemic. 	<p>5</p>	<p>Caroline Tyrell-Jones</p>

	<p>Gather learning and assess possibilities for future engagement approaches, blending online and face to face.</p>	<p>Ongoing review and learning to inform engagement in 2021/22.</p> <p>Online meeting guidance developed and in use.</p> <p>Healthwatch England online engagement e-learning module commissioned and delivered.</p>	<p>All</p>	
	<p>Maintain VCS contacts on the CRM, work with partners to gather experiences and deploying volunteers to build relationships with local community groups and organisations.</p>	<p>Accurate and up to date VCS contacts recorded on CRM.</p> <p>Evidence of increased feedback from VCS partners. Examples include:</p> <ul style="list-style-type: none"> • Increased feedback received from families of disabled children as a result of improved engagement with Little Miracles through health and care forums • Updates and experiences heard from organisations helping people with sensory impairment including Cambridgeshire Hearing Help. 	<p>All</p>	
	<p>Support volunteers, develop new engagement opportunities with a focus on excluded communities.</p>	<p>38 volunteers contributed to Healthwatch work in 2020/21.</p> <p>Volunteers from increasingly diverse communities.</p> <p>10 volunteer events.</p>	<p>All</p>	

	Development of structures and methods to engage with young people (with JMH)	<p>3 young (under 25) volunteers. Associate Director recruited.</p> <p>Young people’s mental health workshop completed.</p>	4,5	
4.Projects	Implementation of Business Development Strategy - short term	<p>8 applications for funding applied for.</p> <p>6 externally funded projects during 2020/21:</p> <ul style="list-style-type: none"> • NHSE/I Integration Index Project • Healthwatch England online engagement e-learning module • Lyons Gardens survey (PCC) • GRT short term Digital Inclusion project • Consultative workshops on proposed new A&E standards. • Health Inequalities IPSOS/ Mori research. 	All	Jo McHattie
	Plan meeting long term business ambitions	<p>Longer term contracts and contributing to research projects, as below.</p> <p>Relationship built with ARC researchers has led to further event invites and future potential.</p> <p>Expert partner for the national EQUALISE Study.</p> <p>Recruited participants and facilitated two focus groups, as commissioned by UK Research Institute.</p> <p>Experts by Experience CQC sub-contract secured. Delivery delayed due to Covid 19 to Q2/3 2021.</p>	All	

	Overview of project development, delivery, reporting and review	<p>Project register, planning and tracking system in place.</p> <p>Projects completed in 2020/21, in addition to those externally funded:</p> <ul style="list-style-type: none"> • Your care during covid. • Giving GP websites a check up. • Leaving hospital during covid. • Workshop to gather experiences from autistic adults. 	All	
5.Strategic influencing	Representation maximises influencing opportunities	<p>Strategic engagement planner with identified meetings and leads. Meeting report template used to collate impact.</p> <p>Board development sessions discuss high priorities and share intelligence.</p>	All	Sandie Smith
	Overview of escalations, projects, evaluation and quality	<p>Escalations and projects reported to Board via briefings and CEO report.</p> <p>Project review and evaluation system in place. Quality check included in project planning.</p>	All	
	Implementation of Healthwatch England Impact Tracker	Impact Tracker in place.	All	
	Support the system to improve engagement and consultation standards	<p>Evidence of feedback to improve standards includes:</p> <ul style="list-style-type: none"> • Patient experience components in ICS application • Support and advice for primary care procurements. 	5	

6. Finance and workforce	Management and reporting of financial position, including tracking of income and expenditure and ring fenced budgets	<p>Bimonthly budget position reports to General Purposes Group.</p> <p>Accounts for 2019/20 audited and prepared for Board approval at AGM.</p> <p>Accounts for 2020/21 in readiness for audit.</p>	All	Carole Russell
	Maintain overview of HR systems and support to managers where required	<p>Bimonthly HR updates to General Purposes Group.</p> <p>Staff sickness monitored and reported.</p> <p>Training catalogue and training record in place.</p> <p>Staff annual reviews all completed and recorded.</p>	All	
	Act as the organisational Health and Safety lead, giving assurance of general and covid-19 risk assessments	<p>Implications of government Covid-19 guidance assessed. All working arrangements are compliant. Risk assessments recorded.</p> <p>Policies in place, review scheduled.</p>	All	

7. Governance	Work with the Chair to ensure effective and transparent governance and oversight	<p>Board development plan 2021 in place. 2 new Directors recruited. New Associate Director role recruited to.</p> <p>Transition group in place to oversee smooth transition re change of Chair.</p> <p>Business Development Programme Group in place to have oversight of project work and strategic approach to income generation.</p>	All	Sandie Smith
	Review of operational models, peri and post-Covid-19	Business Continuity Plan approved. Operations under continual review throughout 2020/21 to ensure staff wellbeing and that business objectives are being met.	All	