

CEO Report September and October 2019

Purpose

1. This report summarises Healthwatch Cambridgeshire and Peterborough activities for September and October 2019.

Key issues

2. With the general election being held on 12th December we are now in a pre-election period which requires all Healthwatch to be acutely aware of our political neutrality. We have taken advice from Healthwatch England reviewed all of our activities. As a result will not be undertaking any promotion or supporting any events that may be construed as having a political perspective.
3. Two Enter and View visits have been completed in Peterborough, the report from one of these visits will be published this month. Visits to Cambridgeshire care homes are being planned.
4. NHS England are trialling new A&E standard at a number of hospitals across, the country, one of these is Cambridge University Hospitals. We are one of six Healthwatch to have been commissioned by NHS England, via Healthwatch England, to carry out a patient experience survey of the new target. This work has been carried out and reported back to Healthwatch England. We will publish a report later in December.
5. The merger of the two sets of Partnership Boards continues with. Staff have received very positive feedback at the recent contract meeting.
6. Impacts and influencing and experiences key performance indicators for this period will be reported to the next Board in January.

Action required by the Board

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

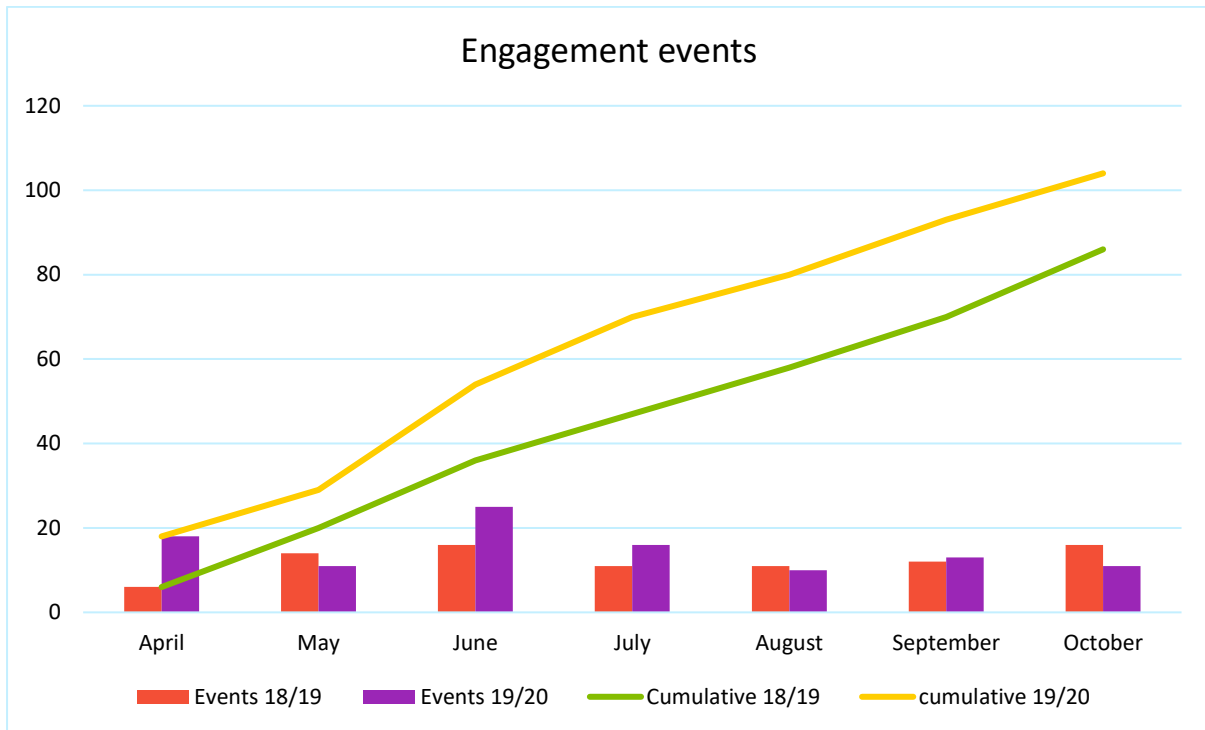
Author

Sandie Smith, CEO

13th November 2019

Engagement Activity

- The team spoke to 780 people at 24 engagement events during September and October. This table shows a comparison to last year's activity.



- Please see Engagement Report for more details about our engagement activities over the past year.

Volunteers

- We currently have 41 active volunteers; 15 in Peterborough and 26 in Cambridgeshire, 5 of whom are from Fenland. 11 volunteers are trained to do Enter and View and several have shown an interest in carrying out independent volunteering, ie attending events on their own.
- The Volunteer Manager and the Engagement manger are working closely together and have developed a joint package of training for new volunteers.
- Increasingly volunteers are getting to know more about Healthwatch and each other. At recent volunteer meetings staff have asked volunteers for their views about planning engagement activity. These meetings have proved very successful and have helped us learn about and connect more with local communities.

Communications

13. **Publications and promotional focus:** we published the Empowering People at the End of Life report - including summary and easy read versions. Other key themes included mental health, the Community Values Panel and new Director recruitment. We also helped to promote several opportunities to get involved, including the CCG’s Big Conversation, Peterborough City Council’s budget consultation and Cambridgeshire County Council’s care contributions consultation.
14. **Media activities:** 14 articles in the traditional media and 11 voluntary, community or professional newsletters.
15. **Websites:** We regularly update the content on both our websites and have published 15 news stories on the Healthwatch Cambridgeshire site and 13 on the Healthwatch Peterborough site, as well as updating event activities and other pages. There were 11,390 page views in this period by 4,131 users; this 44% higher than the same period last year.
16. **E-newsletters:** five email campaigns including the monthly segmented e-newsletters were sent in September and October. Opening rates averages 34% with 10% of all recipients clicking on content. This remains consistent with previous figures. The mailing list grew by 4% during this period.
17. **Social Media:** During September and October, we maintained an active social media presence - primarily on Facebook on Twitter but also using Instagram and LinkedIn - with a total of 1,504 engagements on all channels, this is 17% above the same period last year.

