

CEO Report

November and December 2021

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Highlights

1. The volunteers working on the South Place Health Champions project are now all recruited and trained. The first piece of work they are doing is collecting local people's experiences of using urgent and emergency care. We have guided the volunteers in designing a semi-structured interview which they will be completing with a number of people in their communities.
2. The project manager for our Lottery-funded Gypsy, Roma and Traveller project is now well underway. We have partnered with Friends, Families and Travellers to offer a series of cultural training sessions for health and care professionals. The second stage, recruiting community liaison volunteers, will commence later in the year.
3. It is pleasing to see impacts from previous pieces of work, particularly that the CCG have secured funding to help improve GP websites and set up a Patient Helpdesk. We are supporting both of these improvement projects. Please see page 9 for more detail.
4. We are pleased to be involved in a range of strategic discussions that aim to reduce inequalities, specifically through the NHS England CORE20PLUS5 programme. This is in addition to advising and influencing the approach that our emerging Integrated Care System is taking to engaging with communities and the drafting of the engagement strategy.
5. Face to face engagement has temporarily been halted due to Covid restrictions. All meetings and engagement are online. It is hoped that we can return to face to face work from late January.

Strategic priorities

Priority	Current activities
1. Promoting Independence & 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"> • Representation at primary care intelligence sharing groups • Escalating access concerns, particularly access to NHS dentistry and GPs • Assisting with GP website advice.
3. Social Care and Integrated Support Services	<ul style="list-style-type: none"> • Partnership Board activities • Patient experience lead for leaving hospital pilots • Membership of 'Home First' regional group • 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 • Work with young people in planning.
5. Involving people in redesigning the services they use	<ul style="list-style-type: none"> • Opportunities to contribute via health and care forums and partnership boards • Health Champions (South Place) project • Promoting involvement and coproduction opportunities.

Concerns and escalations

6. NHS dental care continues to be our highest volume enquiry. We advise people who contact us how to get urgent treatment. It is still very hard for people to get routine dental care. We share our intelligence with the commissioners, NHS England, and the Local Dental Committee on a regular basis.
7. We have been able to highlight issues some people have had registering with a GP. The CCG have been very helpful and resolved.
8. We have been continually raising concerns regarding booster vaccinations for housebound people. We are pleased that this programme is now nearing completion. We have also raised concerns regarding the difficulties that people with learning difficulties have going to mass vaccination centres. We are pleased that the vaccination centres are starting to offer a service which is more sensitive to individual needs. We have also been able to get a number of practical problems at vaccination centres resolved, for example people without an NHS number and parking problems.
9. Our Engagement Officer has been involved in assisting the 111 service to develop ways of improving accessibility by people who are non-English speakers. We are now taking the discussion about improvements to the regional Healthwatch meeting.
10. Our internal mental health working group expressed concerns about how CPFT investigate serious incidents. We have raised this with the CCG, who have confirmed that extra support is in place to help develop a more robust process.

Communications

- The promotional focus in this period has been the care home survey, health and care forums, waiting times support and Director recruitment. Work has also been ongoing regarding rolling out the updated branding and supporting the redevelopment of engagement materials.
- Websites regularly updated with news articles, blogs, events and advice articles. There have been 7,748 unique users during this period. Our websites perform well when benchmarked against other local Healthwatch sites. The Peterborough site user numbers tracked the benchmark; however, there was almost double the number of users on the Cambs site than benchmark average. Users stay on both our sites longer and are less likely to “bounce”, i.e., leave the page they entered the site on without taking any action, than the benchmark average.

Healthwatch Cambridgeshire - Nov to Dec 2021

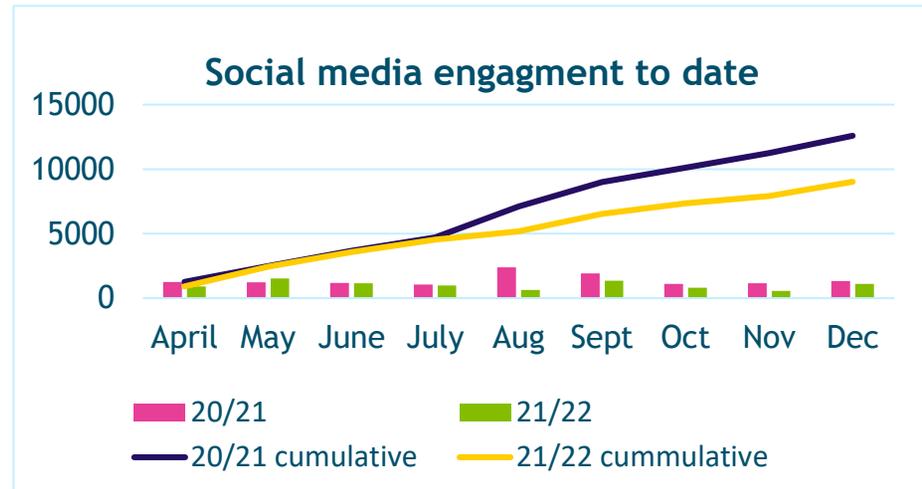


Healthwatch Peterborough - Nov to Dec 21



13. **Public relations** - articles in 15 community newsletters, 8 stakeholder publications - including an advert in the back of a local ICS branded booklet delivered to most homes in Cambs and Peterborough, as well as 14 articles in the traditional media – radio and newspaper.

14. **Social media engagement** - social media engagement has remained consistent with more than 1,300 visits to our websites after viewing content on our social media platforms in this period.



15. **Demographic data** - continuing to ask optional demographic questions via website. Currently working on mechanisms to collect this for telephone and face to face engagement and information service work.

Data below is from people who shared feedback via one of our websites 1 April to 31 December 21

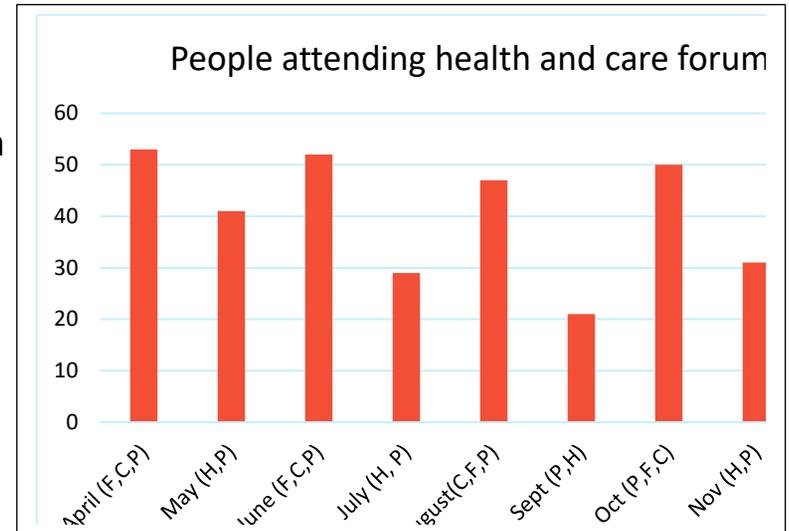
- 25% male, 61% female, 0.5% as intersex and 0.4% as non-binary
- Reaching broad range of ages, including 6% aged 16 to 24, we are starting to do more work to reach this group - but mostly not online so not recorded in this data. 45% aged 25 to 49 yrs.
- 6% identified as lesbian, gay, bi-sexual, asexual or pansexual, and 3% identified as a different gender to the one recorded at birth
- 21% of people are from a minority ethnic community.
- 23% had one or more disability and 35% said they had one or more long-term conditions.

Engagement

16. During this period there were four health and care forum of interest in these, particularly via the websites.

17. Topics covered included:

- Update on prescribing and medications optimisation
- Shared Care Record
- Armed Forces Covenant Service
- Cancer rapid diagnostic service



[F=Fens&East/C=Cambridge&South/H=Hunts/P=Peterborough]

18. During November and December, we participated in 17 engagement events, speaking to 437 people and collecting experiences. Covid-19 restrictions affected our engagement activity during this period as we were forced to cancel all face-to-face activity.

19. The total number of people we have engaged with in face-to-face activities so far this year is 2,752.

20. Examples of services and groups contacted:

- Vaccination centres
- Vivacity health day
- Red Hen Project
- Young parents support group (Romsey Mill)
- Cambridge United Community Trust



Volunteering

21. There are currently 42 active volunteers.

22. During this period, we have recruited four new volunteers. They have completed their initial induction and training and will shortly be undertaking engagement induction and training with members of our Engagement Team. Those recruited are based in the following areas:

- Peterborough - 2
- South Cambridgeshire - 1
- East Cambridgeshire - 1

23. In the year to date we have received expressions of interest from 17 potential volunteers, with seven of those being successfully recruited.

24. Our volunteers continue to attend regular online meetings including a well-attended Christmas meeting which included a quiz. These meetings provide an opportunity to keep volunteers well informed about our areas of work including projects which they may wish to become involved in.

Partnership Boards

25. The Cambridgeshire County Council and Peterborough City Council Partnership Boards are facilitated by our Healthwatch. All five boards met during November and December 2021. The Wheelchair User Forum also met.

26. Topics covered included:
- The future of locality networks
 - Living Sport
 - Individual Service Funds
 - Think Communities
 - Re-procurement of Older Person's Visiting Support Services

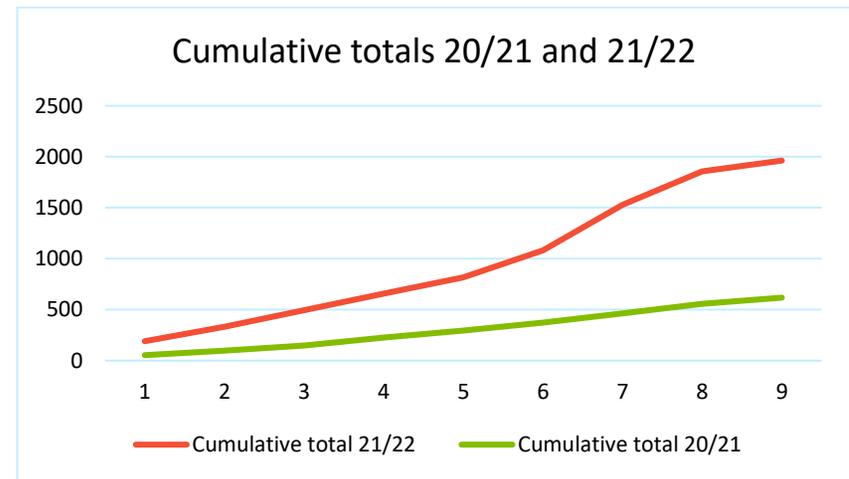
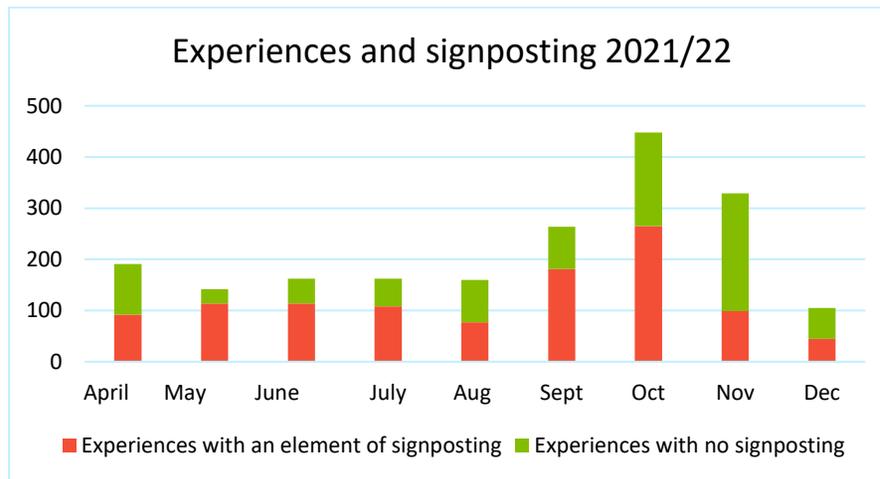


27. The target for the membership of the Partnership Boards is to have 50% of independent members. The graph shows progress against this target. Recruitment to increase this number is being accelerated in early 2022.

28. Issues raised and impacts at Partnership Board meetings during this period included:
- Input into the Living Sport county-wide Accessibility Activity Strategy
 - The Learning Disability Partnership Board Health Subgroup has been re-established
 - Referral to assessment (excluding the initial risk assessment/safeguarding call) is 10 days in Cambridgeshire but eight weeks in Peterborough. Raised by the Older People's Partnership Board.

Experiences

29. The graph below shows how the volume of feedback has been affected by increased face to face engagement in November, decreasing in December as Covid restrictions started to impact again.
30. Refer to the annual information and signposting report elsewhere on this agenda for more detail.



Impacts and influencing

31. We have been raising concerns that people are lost in the primary/secondary care referral system. GPs and the LMC have been raising similar concerns about people who are contacting surgeries. As a result of his feedback the CCG has set up a patient helpdesk to help people.
32. Our CCG has received funding to improve GP websites. We are advising and using the learning from our website project.

33. Our Engagement Officer has also been supporting resettlement of refugees and asylum seekers. Our CEO has been contributing to the health sub-group to make sure this group of people are assisted as best they can.
34. Following the concern raised by our Healthwatch the CCG has commissioned a local education programme to raise awareness of the ReSPECT process. We are members of the steering group.
35. We have supported the recruitment of patient representatives for two CCG working groups.
36. We responded to three consultations during November and December:
 - Non-emergency patient transport service consultation
 - Core20PLUS5 consultation
 - EEAST Partnership survey
37. We have received a number of compliments and would like to highlight the positive feedback we have had regarding the contribution of our project manager to local work around young people's mental health.

Projects

Project name	Description	Status	Comment
Health Champions (South ICP)	Two-year project to recruit and train volunteers to undertake community engagement and research projects.	Green	Volunteers recruited and induction training completed. Project one - Urgent and Emergency Care at Addenbrookes live from Jan 22.
Gypsy, Roma and Traveller project	Lottery funded three-year engagement project to develop a network of volunteer listeners and provide training for NHS and local authority staff.	Green	Project Manager appointed Nov 21. Cultural Awareness Training sourced and first course arranged for March 22. Volunteer recruitment to start April 22.
VCS mapping	Desktop research to support VCS ICS engagement	Green	On track to complete by end January 22.
Independent Living Services	Healthwatch to recruit and facilitate two focus groups to inform the design of the new service.	Green	Timeline completed and project on track. Comms pack to be ready by end of Jan and focus groups to be held in March 22.

Further information and glossary

Links:

The agenda for this meeting has a list of acronyms used in health and social care. Other acronyms used in this report are:

South Place - South ICP

North Place - North ICP

ICP - Place-based North and South Integrated Care Partnerships (was North/South Alliances)

PCN - Primary Care Network

DHSC - Department of Health and Social Care

VCS - Voluntary and community sector