

CEO Report

Sept 2024 – Dec 2024

CEO Summary & Impact	1
Strategic priorities	10
Communications	11
Engagement	16
Volunteering (separate report)	
Partnership Boards	19
Experiences	22
Projects	26

CEO Summary

Strategy Update

This quarter has been incredibly productive, highlighted by 14 stakeholder events designed to shape our strategic priorities for 2025–2030. Building on insights from staff visioning sessions, we refined our focus from 13 initial topics to 5 key questions, which served as the foundation for meaningful engagement and valuable feedback.

1. **Understanding Healthwatch:** What do you know about Healthwatch and its role?
2. **Making a Difference:** How can Healthwatch help address your needs and make a difference for you?
3. **Setting Priorities:** What are your priorities for Healthwatch, and how would you like to be involved?
4. **Accessibility and Inclusion:** How can we ensure your voice is heard, and that Healthwatch remains accessible and inclusive?
5. **Contributions and Feedback:** What can you contribute to support Healthwatch, and how would you like us to provide feedback to you?

The collected data is currently being analysed, with a proposal set to be presented to the board in March. Meanwhile, several key themes have consistently surfaced as potential priorities for the future. Mental Health and Primary Care are priorities on our existing strategy.

- **Health Inequalities:** Tackling health disparities and supporting underserved communities.
- **Youth Engagement:** Increasing participation from young people, particularly those with SEND (Special Educational Needs and Disabilities).
- **Mental Health Support:** Prioritising mental health services, especially for young people and children.
- **Joined-Up Care:** Bridging gaps between primary and secondary care to ensure seamless service delivery.

- **Primary Care:** Addressing challenges in accessing GP services, pharmacies, and dental care, with a particular focus on underserved areas like Fenland.

Additionally, innovative ideas have been proposed to enhance our delivery mechanisms, increase our visibility, and improve how we provide feedback to stakeholders.

Stakeholder Relationships

Strengthening relationships with key stakeholders has been a priority this quarter, resulting in several significant developments across our partnerships.

Integrated Care Board (ICB)

I was invited to participate in the stakeholder panel for the recruitment of the Chief Partnership and Integration Officer. Kate Vaughton, formerly the interim CEO of EEAST, has now been permanently appointed to the role. Regular communication with Kate is planned, and she will join our development session in February 2025. Kate Vaughton and Andrea Grosbois, the Assistant Director of Community & Strategic Partnerships, will serve as our primary contacts at the ICB moving forward.

Cambridgeshire and Peterborough NHS Foundation Trust (CPFT)

During a CPFT governors meeting, I discussed opportunities to adopt a more cohesive approach to patient involvement. Mental health continues to emerge as a priority, reflecting its significance during our strategy stakeholder events. However, measuring our impact in this area has been challenging due to inconsistent engagement with the trust. Healthwatch was invited to the stakeholder panel for recruiting the new CPFT CEO, and I have since strengthened connections by engaging with their CEO, Chair, and Patient Experience Lead. These efforts represent significant progress, and mental health is currently being considered as the theme for our next Summit.

Cambridge University Hospitals NHS Foundation Trust (CUH)

This month, I met with the Nicola Ayton, Deputy CEO of CUH to explore collaborative opportunities, including discussions about the development of the new cancer and children's hospitals. CUH's Patient Experience Lead regularly receives our information and signposting reports and actively involves our staff and volunteers in engagement activities. Additionally, I will be presenting our 2025–2030 strategy at an upcoming CUH governors meeting to further align efforts.

Royal Papworth Trust (RPT)

Our Project Manager is actively involved in the RPT Patient Involvement Forum. Together, we attended a meeting with the new Chair, Dr Jag to discuss strategies for enhancing patient feedback. While RPT receives little negative feedback, the Chair acknowledged the value of post-treatment feedback, suggesting that follow-ups six months after treatment could provide more comprehensive insights.

HUC 111 (Urgent Care Service)

I contributed to the evaluation of bids for the recent re-tendering of the integrated urgent care service across the county, with moderation meetings concluding on 15 January 2025. We anticipate the announcement of the new supplier in the coming months. Meanwhile, our Head of Engagement, Sue Allan, continues to maintain regular communication with HUC 111 patient leads, ensuring ongoing collaboration and engagement.

Cambridgeshire County Council (CCC)

I now have regular face to face quarterly meeting with CCC's Executive Director: Adult, Health and Commissioning. The first meeting is 29th January 2025.

I plan to offer the same opportunity for regular engagement to Peterborough City Council.

We have also been invited to join the council's Health Scrutiny Committee, where we have contributed to shaping their agenda items for the year.

Compliance Inspections

Cambridgeshire County Council and Peterborough County Council are both been notified of upcoming CQC and Ofsted Inspections.

- Local area SEND inspection under section 20 of the Children Act 2004 from 23rd January 2025 to 31st January 2025.
- Cambridgeshire County Council Adult Social Care CQC Inspection – ongoing.
- Peterborough City Council Adult Social Care CQC Inspection – ongoing

Healthwatch has been invited to play an active role in these inspections, highlighting our position as a key stakeholder in the process. Healthwatch England has reached out to me to arrange a preparatory meeting, ensuring we are well-equipped to contribute effectively to these evaluations.

Healthwatch England National Conference

Caroline Tyrrell-Jones and I attended national conference held on the 12th November 2024.

Overview

Baroness Gillian Merron highlighted plans to develop a separate social care white paper to provide more tailored support within communities. This would address the historical gap in strategic approaches, as only two green papers have been developed in the past 14 years, with no comprehensive solutions to tackle the challenges in social care effectively.

NHS Strategic Shifts

The NHS is prioritising three major shifts:

- Transitioning from analogue to digital systems.
- Emphasising prevention over treatment.
- Moving care delivery from hospitals to community based settings.

These changes aim to deliver more localised, preventive, and accessible care.

Cancer Programme Patient Voice

Cheryl Tackie, Chair of the NHS England Cancer Programme patient voice forum, emphasised the need for transparent communication with patients. A holistic approach to align patient needs with healthcare provider capabilities and voluntary sector support was discussed as a priority.

Community Voice and Communication

Sarah Woolnough, CEO of the King's Fund, stressed the need for effective communication and administrative improvements to provide timely information. She advocated for adopting a culture that genuinely listens to communities, empowering them to shape their healthcare services. In a recent (14/01/2025) Kingsfund webinar, Sarah talked about 'patients being consulted with, rather than done to' as an important step in healthcare.

Scroll down for video: [What's In Store For Health And Care In 2025? | The King's Fund](#)

Digital Workshop Insights

Feedback from the digital workshop suggested a need for guidance from local Healthwatch organisations on developing a shared online joint impact tracker. While this idea is valuable, implementing it across 153 local Healthwatch organisations poses challenges.

ADHD Workshop Feedback

The ADHD workshop highlighted the need to shift from medicalising ADHD to normalising it. Local Healthwatch representatives emphasised raising awareness, reducing discrimination, and encouraging reasonable adjustments to support individuals with ADHD, acknowledging its prevalence and chronic nature.

Funding and Governance Discussion

The final session with Healthwatch England (HWE) colleagues, including their Chair, focused on funding arrangements and the diversity of views among the 153 local Healthwatch organisations. Key points included:

- The preference for HWE to become a commissioner, though some disagreed.
- Concerns over local authority held funding not ensuring full independence.

This remains an ongoing discussion, with no immediate resolution or timeline for potential changes.

Healthwatch England is awaiting the publication of the Dash review, scheduled for January 2025. This review has highlighted a key funding proposal regarding HWE potentially becoming the commissioner of local Healthwatch funds. I will ensure the board remains informed about any developments and outcomes as they arise.

ICB Project – People and Communities Engagement Group and Committee

We have been commissioned to establish a People and Communities Engagement Group comprising a core membership of at least eight individuals. Of these, three members will represent the group on the ICB's People and Communities Engagement Sub-Board Committee. The engagement group will convene six times annually, while the sub-board committee will meet three times per year.

The primary purpose of the group is to facilitate regular engagement on ICB projects, ensuring that community voices are actively heard and incorporated. The sub-board committee plays a formal governance role, providing a platform for "check and challenge" on the ICB's community engagement efforts.

As part of this initiative, the project will also include three targeted workshops:

- **10-Year NHS Plan Consultation/People & Engagement Strategy Action Plan – Youthwatch**
- **10-Year NHS Plan Consultation – South Asian Communities**
- **People & Engagement Strategy Action Plan – Mixed Demographic Groups**

This project represents a significant shift for the ICB, embedding the public's voice more effectively into its decision making processes and reinforcing a commitment to meaningful community engagement.

Media Update

Below is a summary of recent interviews I've participated in:

- **Treatment Waiting Times** – 6th January 2025, Greatest Hits Radio (Peterborough, Stamford, and Rutland)
- **Endometriosis** – 16th December 2024, BBC Cambridgeshire
- **Dentistry** – 12th September 2024, Heart Radio

Looking ahead, I plan to focus on press releases and articles tailored for newspapers and parish magazines. These will be engaging, dynamic, and primarily centred on case studies and personal stories to help elevate our profile and connect with local communities.

Additionally, I'm exploring options to secure a regular radio spot or advertisement, subject to cost considerations, to further expand our media presence and outreach. Our new Head of Comms & Engagement, Kate Tarrant will be taking the lead on published advertising.

Impact

Healthwatch England are coming along to deliver some really important Outcomes & Impact training on 1st April 2025 using the 'Theory of Change' methodology.

Our impact tracker has been completed by staff during the last quarter.

We have seen significant progress and positive outcomes across various areas of our work. To date, over 11 impactful pieces have been logged on our general impact report, demonstrating the breadth and depth of our activities. This report highlights three of the changes, as examples of the good work being carried out.

Improving Accessibility and Patient Experience in Eye Care

Following our Enter & View visits to eye clinics, we identified key areas for improvement in patient experience, including physical accessibility and visibility of support services. Working collaboratively with CUH:

- The dog spending pen was cleaned and maintained.
- Prominent signage was introduced to highlight the Eye Clinic Liaison Officer (ECLO) office.
- Requests to reinstate the yellow handrail were actioned to improve accessibility for patients with visual impairments.

This feedback loop has strengthened relationships with CUH and demonstrated the value of Healthwatch-led reviews in driving tangible improvements in patient care.

Strategic Contributions to Health Inequalities Planning

Our Health Inequalities Summit Report has been adopted by the Integrated Care Board (ICB) to shape their Strategic Plan for 2025–2028. This is a significant milestone in ensuring that the voices of local communities are embedded in the long-term planning of healthcare services. The report's insights will guide the

translation of the new care model into actionable strategies, addressing systemic inequalities and improving outcomes for the most vulnerable populations.

Youthwatch Vaping Report Driving Action

Through Youthwatch, we developed a detailed vaping report highlighting the need for greater support to help young people quit smoking and vaping. ([Link - Comms Report – Page 12, ref 5](#))

As a result of our recommendations:

- The Healthy You Healthy Schools Programme is piloting smoking and vaping cessation services for 12–18-year-olds in schools and community settings in Cambridgeshire.
- A similar initiative will launch in Peterborough in April 2025, extending the program’s reach to support more young people.

This reflects our ability to amplify youth voices and influence targeted public health intervention.

Further impact is demonstrated through our Partnership Boards ([outlined below Page 13 - ref 6 & page 21](#)), which play a pivotal role in driving strategic changes aimed at reducing health inequalities and improving access to services for diverse communities. These Boards promote collaboration, amplify underrepresented voices, and influence decision making to address systemic challenges and promote equitable outcomes.

Strategic priorities

Priority	Current activities
1.Promoting Independence & Self-Care	<ul style="list-style-type: none"> • Information Service delivery & reporting • Website information.
2.Access to Primary Care Services	<ul style="list-style-type: none"> • Intelligence sharing with ICB primary care team. • GP procurement evaluations. • Advice on communication materials • Offering advice on Patient Participation Group development and 6 monthly PPG seminars
3.Social Care and Integrated Support Services	<ul style="list-style-type: none"> • Partnership Board activities • Health Inequalities Summit – 2nd October 2024. • Influencing and supporting ICS engagement.
4.Mental Health Services for Children, Young People and Adults	<ul style="list-style-type: none"> • Increased focus on engagement with young people through Youthwatch Activity • Representation at Children’s and Maternity Accountable Business Unit to ensure lived experience is considered in decision-making. Meeting currently on hold due to MNVP procurement.
5.Involving people in redesigning the services they use	<ul style="list-style-type: none"> • South and North Care Partnership community research projects to enable local people to influence decision-making. North Place finalises in October 2024. • Regular meetings with partners to ensure regular patient involvement. • Promoting involvement and co-production opportunities.

6. Streamlined enquiry and complaints channels	<ul style="list-style-type: none">• Promoting the benefits of a streamlined first contact, enquiries, and complaints system• Identifying ICS best practice nationally.
--	---

Communications

What we have been working on

Tackling Health Inequalities Summit Report and Article

- Published the *October 2024 Summit: Tackling Health Inequalities Together* report and an accompanying article.
 - **Key publications:**
 - [Healthwatch Summit exposes health inequalities and calls for change | Healthwatch Cambridgeshire](#)
 - [Our Tackling Health Inequalities Together report reflects Summit focus | Healthwatch Cambridgeshire](#)

Darzi NHS Review Article

- Released an article discussing the Darzi review and its implications for healthcare.
 - **Publication:**

- [Healthwatch Cambridgeshire and Peterborough welcome Darzi NHS review | Healthwatch Cambridgeshire](#)

Support for ICB's Digital Enablers Survey

- Facilitated the Integrated Care Board's (ICB) digital enablers survey using our website's webform functionality.
 - Achieved **1,339 responses** from the public.
 - The final report, due in February 2025, will inform the ICB's digital front door model as part of the new care system.
 - **Related publication:**
 - [Tell NHS Cambridgeshire and Peterborough how you want to access healthcare online | Healthwatch Cambridgeshire](#)

Eye Clinic Reports Finalised and Published

- Finalised and published two *Enter and View* reports focusing on eye clinics.
 - Reports were shared on our website and social media platforms.
 - **Publication:**
 - [Enter and View report - Eye Clinics - supplementary report | Healthwatch Cambridgeshire](#)

Youthwatch Vaping Project Report

- Completed and published the Youthwatch vaping project report.
 - Report was disseminated through our website and social media channels.
 - [Youth Vaping Under the Spotlight: New Report Reveals Alarming Trends and Calls for Action | Healthwatch Cambridgeshire](#)

Articles Highlighting Partnership Board Impacts

- Published three articles showcasing the positive outcomes from our partnership boards:
 - *Access in St Neots achieves campaign success*
 - *Scheme launched for buses to become safe spaces for vulnerable women*
 - *Partnership Boards success over cost-of-living and ability to pay for care*
 - **Publications:**
 - [Access in St Neots achieves campaign success | Healthwatch Cambridgeshire](#)
 - [Scheme launched for buses to become safe spaces for vulnerable women | Healthwatch Cambridgeshire](#)
 - [Partnership Boards success over cost-of-living and ability to pay for care | Healthwatch Cambridgeshire](#)

Advice and Information Publications

- Published 14 advice and information pieces sourced internally and externally.
 - Topics included Easyread *Stay Well This Winter* and guidance on accessing primary care services.

Social Media

October – December 2024

Facebook

- **Reach:** 32,756 users
 - Facebook allows us to connect directly with a broad audience. Posts about local healthcare services, reminders, and opportunities consistently reached thousands.

Key Successes:

- October: A post promoting an Engagement Officer job vacancy and "Keep Your Head" mental well-being resources resonated with many, generating substantial engagement.
- November: A survey post for the Integrated Care Board (ICB) Digital Front Door initiative and a call for volunteer "Community Listeners" sparked interest.
- December: Reminders for repeat prescription orders before the holiday season proved highly helpful and popular.

Instagram

- **Reach:** 5,725 users
 - Instagram helps us reach a younger, more visually engaged audience. Posts often feature vibrant graphics and concise messages.

Key Successes:

- November: Posts promoting the Hinchingbrooke Hospital consultation, a life changes survey, and various job and volunteer opportunities performed exceptionally well.
- December: Messages about NHS 111 services, staying well at home, and prescription reminders received significant interaction.

Twitter (X)

- **Reach:** 200 users | **Impressions:** 9,282
 - Twitter is a platform for concise updates and links, which allows us to quickly share critical information with followers.

Key Successes:

- November: Posts about job and volunteer vacancies drove the highest engagement.
- December: “Have Your Say” posts and additional volunteer opportunities were well-received by our audience.

TikTok

- **Reach:** 9,656 views
 - TikTok enables us to share short, creative videos to engage younger demographics. This platform has helped us simplify complex health information into digestible, shareable content.

Key Successes:

- November: Videos highlighting Independent Member volunteer opportunities for Partnership Boards gained attention.
- December: A video reminding people to order repeat prescriptions was widely viewed and shared.

LinkedIn

- **Reach:** 10,236 impressions | **Views:** 1,215
 - LinkedIn is our go-to platform for engaging with professionals and promoting organizational updates.

Key Successes:

- November: Job vacancies, volunteer opportunities, and the ICB digital survey received high engagement from our professional network.

- December: Updates about an engagement event and the CUH consultation resonated strongly with our followers.

Social Media Highlight

- We recruited 3 new volunteers through social media advertising In Nov & Dec (previously no volunteers had been recruited through social media channels).

Engagement

During this period there were 8 Health and Care Forum meetings, bringing together members of the public with local health and care service providers.

Topics covered included:

- HUC 111
- HW 5 year strategy workshop (Jess attending each forum)
- Dementia Research Project

During this period 14 different Patient Participation groups were represented at our health and care forums. More attended at the Huntingdon health and care forum.

During Sept, Oct, Nov and Dec 2024, we participated in 48 engagement events, speaking to 1281 people and collecting 252 experiences. Experiences have been lower this period as the team have been focusing on ensuring the Accessing Health Care Digitally survey was prioritised. Over 200 surveys were completed manually with additional completed on our digital link whilst at events.

We have been without a Cambridge Engagement Officer this period which has also affected figures. The Lead for Engagement and the Senior Officer have been covering the Cambridgeshire area in the interim. Interviews were held at the end of November and a new Cambridge Engagement Officer has been recruited to start in January.

Our Senior Engagement officer has been involved with a project about improving health equality for refugees, asylum seekers and migrants is led by ARU, Middlesex University, and Greenwich University. It covers eight field sites in the East of England: The areas of research focus on accommodation, food nutrition, and support services for four key groups: Afghan, Syrian, Hong Konger, and Ukrainian individuals.

He has also delivered numerous workshops to ESOL learners at Peterborough City College.

The Lead for Engagement has been part of the Poverty Truth project (PCVS) who have been working with partners to improve digital access for the public and securing funding for hubs in the city to offer support with digital form filling. They have also been addressing GP access issues in Peterborough.

Events attended during September, October, November and December include:

- Womens Wellbeing event (Cambridge)
- Black History Month event (Peterborough)
- Mens Breakfast Club (Cambridge)
- Camsight groups (across the Fens)
- Mental Health Day (Peterborough)
- Health & Wellbeing Day (Brampton)
- Dementia Day (St Ives)
- Parkinsons Group (March)

Our engagement team are continuing to work on opportunities to hear more experiences from young people. During this period our engagement team have visited settings including:

- Peterborough Youth Festival
- Freshers Fairs at Peterborough, Huntingdon and Cambridge Colleges
- Youth Voice Celebration event St Ives
- Youth Café in St Neots
- Speaking to parents and carers of young people with SEND at Littleport Academy

The Engagement Lead and Volunteer Manager have facilitated 3 Youthwatch meetings. Topics have included:

- Workshop on Healthwatch 5 year strategy and priorities (Jess)
- Reviewing the How are You (HAY) website
- Finalising Vaping Survey

We invited other youth groups including CPFT, Twenty Twenty Productions and Unloc Youth Voice members to contribute to the Healthwatch strategy session.

During this period we also attended the following settings to hear people's experiences of using health and care services:

- Werrington Pharmacy (Peterborough)
- Peterborough Job Centre
- Homestart Cambridge
- Cost of Living and Warm Hubs across the county

Volunteering

Please see separate report.

Partnership Boards

During this period all Partnership Boards have held meetings, and the topics discussed have included:

- Results of the national Adult Carers Survey 2023, with localised results for both Cambridgeshire and Peterborough
- Stakeholder consultations for the Healthwatch strategy
- Learning Disability Mortality Reviews into the deaths of people with Learning Disabilities
- Older Peoples' Needs Assessments
- Disabled Facilities Grants
- Reviewed the Sensory Impairment Partnership Board's Terms of Reference
- Specialist Insurance for wheelchair users
- Update on the tender process for the NHS Wheelchair Service

Membership of Partnership Boards:

During December the membership of the Partnership Boards were reviewed with all Independent Members who had not attended or contacted the Partnership Board Manager in the past year

Recruitment activity is taking place with organisations across the area being contacted – see progress [here](#).

Cross Board activities:

- The Summit was held on 2nd October.
- A consultation with the five Cambridgeshire District Councils regarding Housing Adaptions and Repairs Policy was held on 16th October. Read the report [here](#).
- A meeting of the Chairs and Vice Chairs of the Partnership Boards was held on the 9th December – see the notes [here](#).

Impacts/Influencing – Partnership Boards

Wheelchair User Forum

The Forum has raised two concerns which are now being worked on by AJM Healthcare (who provide the NHS Wheelchair Service). These concerns are regarding their communication and also the length of time from the assessment to delivery of wheelchairs and accessories.

Another concern has been raised that the national NHS wheelchair guidelines prevent people who have a low level of mobility to get around their home to have a wheelchair outside. The ICB reported at the recent Wheelchair User Forum that the guidelines have now been reworded and this may enable more people to be eligible for wheelchairs.

Older People's Partnership Board

The Partnership Board received a presentation by Public Health regarding the Older People's Needs Assessment. The key issues that we had fed into earlier consultations were included, these were:

- the importance of face-to-face appointments for health and social care,

- maintaining independence
- awareness of environmental impacts such as street furniture and poor pavements,
- the cost of living, and
- the importance of physical activity.

There are numerous amounts of individual impact logged on the partnership boards impact tracker, In this report we provide a couple of examples of broader impact the partnerships board have been involved in.

Examples of Impact this year include:

Carers Board Contributions to Service Tender Process in Cambridgeshire:

- **Strategic Impact:** Successfully awarded contracts to key organisations such as Caring Together, Making Space, and Centre 33. This ensures the continuation and improvement of carers' services, directly benefiting carers and those they support in Cambridgeshire.

Public Transport Accessibility (Partnership Boards – Older People's, Physical Disability, Learning Disability):

- **Strategic Impact:** Collaboration with the Combined Authorities resulted in significant contributions to consultations on bus services. This included input on delivery, routes, and accessibility enhancements like audio-visual announcements, which improve mobility and inclusion for older people and individuals with disabilities.

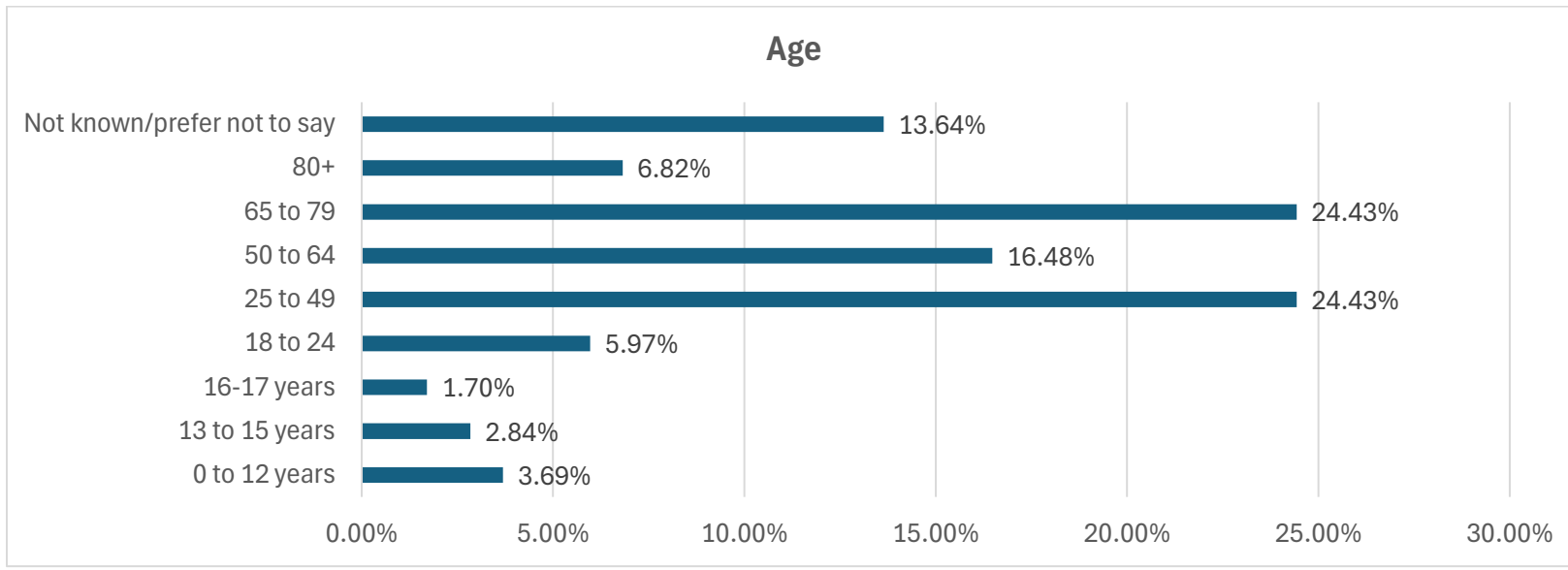
Experiences

During the period September through December we recorded 352 pieces of feedback, 11.4% (40) of these required an element of signposting. 51.7% of experiences recorded came from women, 32.9% came from men, 0.3% from non-binary, 4.3% from people identifying as trans-sexual and the remaining percentage made up from 'prefer not to say' and 'not known'.

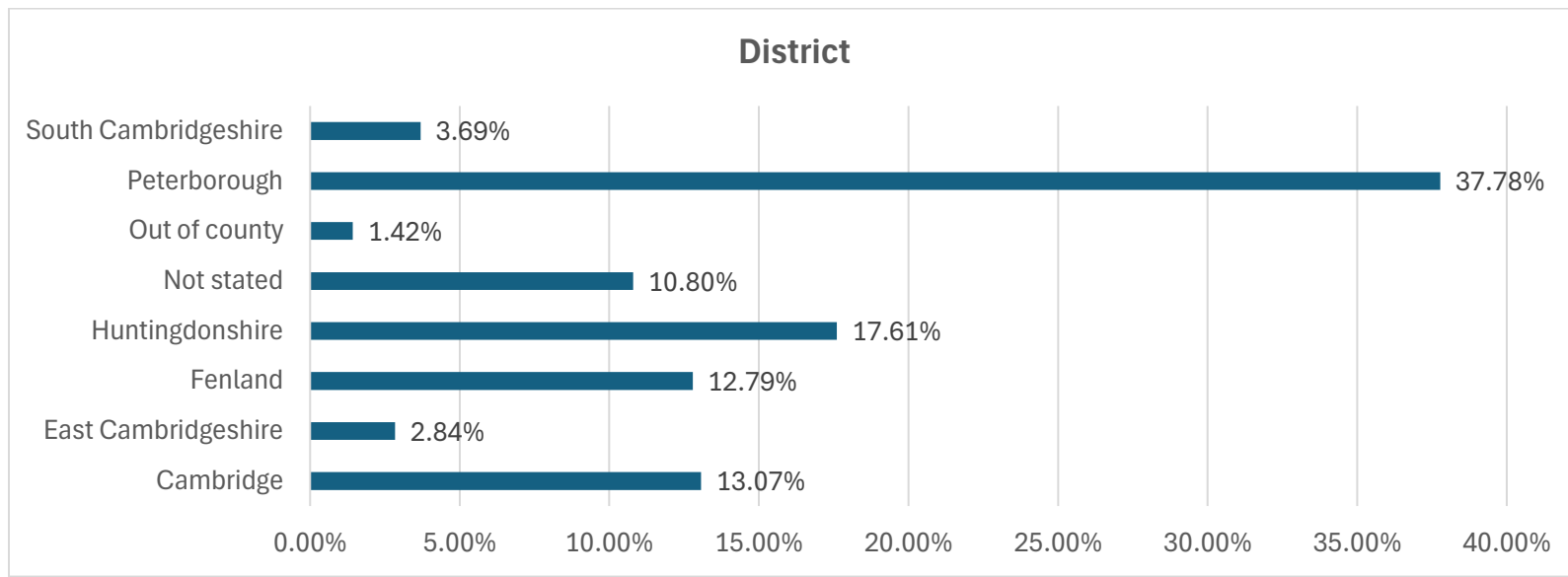
The ethnicity and age distribution is set out in the tables below.

Ethnicity	Percent
Any other ethnic group (please specify)	3.13%
Arab	0.28%
Asian / Asian British: Chinese	0.28%
Asian / Asian British: Indian	1.99%
Asian / Asian British: Pakistani	1.42%
Black / Black British: African (please specify)	3.13%
Black / Black British: Any other Black / Black British background (please specify)	0.28%
Black / Black British: Caribbean	0.57%
Mixed / Multiple ethnic groups: Asian and White	0.28%
Mixed / Multiple ethnic groups: Black African and White	1.14%
Mixed / Multiple ethnic groups: Black Caribbean and White	0.57%
Not known/prefer not to say	22.73%
White: Any other White background (please specify)	9.94%
White: British / English / Northern Irish / Scottish / Welsh	51.42%
White: Gypsy, Traveller or Irish Traveller	0.85%
White: Irish	1.99%
Grand Total	100.00%

Ethnicity	Percent
Any other ethnic group	0.7%
Asian / Asian British: Any other Asian / Asian British background	0.8%
Asian / Asian British: Bangladeshi	0.2%
Asian / Asian British: Chinese	0.7%
Asian / Asian British: Indian	1.3%
Asian / Asian British: Pakistani	1.8%
Black / Black British: African	1.6%
Black / Black British: Any other Black / Black British background	0.2%
Black / Black British: Caribbean	0.3%
Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	0.7%
Mixed / Multiple ethnic groups: Asian and White	0.2%
Mixed / Multiple ethnic groups: Black African and White	0.5%
Mixed / Multiple ethnic groups: Black Caribbean and White	0.3%
Not known	19.1%
White: Any other White background	5.3%
White: British / English / Northern Irish / Scottish / Welsh	65.7%
White: Gypsy, Traveller or Irish Traveller	0.2%
White: Irish	0.5%
(blank)	0.0%
Grand Total	100.0%



The volume of feedback is greater in locations where the engagement teams have worked in, with 69.5% of recorded feedback directly from engagement events as can be seen from the increased activity in Fenland area feedback.



During this period, people are still describing difficulties with accessing GP appointments, there has been a slight increase in dental feedback since the last reporting period and we are seeing an increase in problems with prescriptions due to medicine shortages. The main four areas of feedback are:

- GP practices – 36.9%
- Dentists – 8.5%
- Accident and Emergency – 4.8%
- Pharmacy – 4.3%

Projects

Project name	Description	Status	Comment
Cancer Hospital	Engagement to inform design and environment of the planned Cambridge research hospital.	Amber	Caroline to lead on this. Update Jan 25 – deferred to Spring 2025. Quoted £5k Funds not approved yet.
ICB Data Sharing	To consult with the public on data sharing. Working in partnership with HW Norfolk and both ICBs. Possible focus group work.	Amber	Awaiting finalised funding amount. Ongoing.
ICB People & Communities Project	One year project setting up a people and communities engagement group, alongside x2 focus groups on the NHS 10 year plan and the communities engagement strategy. Will become part of the ICB engagement governance.	Green	Paid £20k funding – some funds deferred into 2025-2026 Project implementation work starting Jan 2025

<p>ICB Digital Inclusion Survey</p>	<p>To find out how to better support people by giving them greater digital or online access to healthcare information, options and services.</p>	<p>Green</p>	<p>Funded: £5767.20 1339 responses. Completed. Survey report sent to ICB in Jan 2025, waiting for authorisation for publication.</p>
<p>Research Inclusion and expansion opportunities across the ICS (ICS Research & Development, NHS England funds)</p>	<p>Initial 6 month project to March 2025. Create formal structures to link inclusion health; patient, public and community engagement around health and care research; and co-production of research. Create a new ICS-level strategic oversight group for patient, public and community involvement in research, a programme of regular engagement to build community awareness of research outcomes and opportunities.</p>	<p>Green</p>	<p>Informed of successful bid 20/09/2024. Funding of £23,765.00 to delivery work through the utilisation of our health and care forum platforms. Caroline will be leading on this work. Update Jan 2025 - Ongoing Started Dec 2024, introduction to Health & Care Forums Jan 2025 for completion by 31/03/2025.</p>

<p>Primary Care Access Survey (ICS)</p>	<p>A survey to understand what is important to primary care service users when accessing services. The outcomes of this work will be used to inform the development of the new model of primary care, and to support the GP access recovery plan.</p>	<p>Green</p>	<p>Survey closed Dec 23 -1767 responses. Draft report with Jo Hobson Feb 24 and funding now received.</p> <p>Update - Sept 2024 - Caroline to follow up with HW completing final summary report which has not been forthcoming from partners. Update - Jan 25 Completed & Published</p>
<p>Healthwatch England</p>	<p>Survey to engage eye care patients</p>	<p>Green</p>	<p>The project is underway and has been completed in line with an enter and view programme over the next couple of months. Carole to Invoice £1000</p> <p>Update Jan 2025 - Completed & Paid</p>