

CEO Report

May 2024 – Aug 2024

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CEO Summary

Integrated Care System and Key Engagement Updates

As part of my evolving role, I now sit on the Accountable Business Units within the Integrated Care System (ICS). These units provide strategic oversight to the Integrated Care Board (ICB), bringing together operational activities across key areas including North & South Place, Mental Health, Learning Disability & Autism, and Children & Maternity services. This position allows me to ensure that patient voices and Healthwatch priorities are effectively integrated into the system's operational and strategic planning.

Procurement Evaluation Involvement

In addition to my role within the ICS, I have been actively involved in the procurement evaluation of GP surgery contracts within the County. This process has been undertaken in collaboration with several partner organisations, ensuring that the selection of GP providers aligns with the needs of our communities. Through this role, I have been able to advocate for the importance of integrating patient perspectives into decision-making.

Promoting Health and Care Forums as Vital Engagement Platforms

A key message I have consistently communicated to our partners is the critical role of our Health and Care Forums. These forums are invaluable for engaging with patients and Patient Participation Groups (PPGs), serving as platforms for meaningful communication and feedback. I'm pleased to report that the Hinchingsbrooke Hospital development engagement team has recognised the value of this resource and is actively engaging with the Huntingdon Forum to connect with the public as part of their development plans.

Furthermore, the ICS Digital Inclusion Team has also acknowledged the value of our Health and Care Forums as an effective public engagement tool and plans to participate in the forums starting in the New Year.

As part of our business development strategy for the upcoming financial year, we are committed to transforming the Health and Care Forums to ensure they are more accessible and convenient for public participation. This transformation will help us further strengthen our connection with the community and enhance the impact of the forums.

Digital Inclusion and Support for Digital Transformation

The recently published *Digital Inclusion Report* by Healthwatch Cambridgeshire and Peterborough has received significant attention from ICB partners. This report highlights barriers to digital access faced by certain population groups, which is especially important given the increasing reliance on digital health services. In response to this, Healthwatch has been providing support to the ICB's Digital Transformation Team. Our involvement has been crucial in ensuring that the new digital care model, which is essential to the future of healthcare delivery, considers the needs of digitally excluded patients.

Through these collaborative efforts, we continue to reinforce Healthwatch's commitment to ensuring that the patient voice is embedded at all levels of healthcare planning and delivery across Cambridgeshire and Peterborough. I will continue to keep the Board updated on further developments in these areas

Future Strategic Direction

On 17th July 2024, a pivotal development session with the board took place where key plans were approved to support our leadership in embedding the patient voice within integrated neighbourhoods. Central to this approach is leveraging our existing health and care forums as the primary platforms through which patients can express their views and experiences. This initiative is designed to ensure the patient perspective is integral to the development of health services across Cambridgeshire and Peterborough.

Structural Adjustments to Support Leadership

As part of these approved plans, a new staff structure has been implemented to enhance operational capacity. Additionally, the Senior Management Team has been expanded to ensure robust leadership across

all areas of Cambridgeshire and Peterborough, reinforcing our commitment to embedding patient input at all levels of service delivery.

Strategic Considerations for Healthwatch

Looking ahead, the current *Healthwatch Cambridgeshire & Peterborough Strategy* is set to expire in March 2025. Since its inception in March 2020, significant changes have occurred, most notably the impact of the COVID-19 pandemic. Furthermore, with the election of a new government and the forthcoming NHS Forward Plan scheduled for April 2025, it is crucial that Healthwatch ensures patient voices are well-represented—particularly in areas like health inequalities, which remain a priority focus.

Implications of the Darzi Review

The recent Darzi Review, published this month, highlighted that the "patient voice is not loud enough." One key recommendation is that the NHS's upcoming 10-year forward plan should empower patients to have greater control over their care. In alignment with this recommendation, Healthwatch will continue to champion patient involvement in shaping future healthcare policy.

Stakeholder Engagement and Public Consultation

To support the integration of patient views into our strategy, I will be leading a series of stakeholder engagement events over the next three months. These events will take place at our partnership boards, our annual summit, and within our health and care forums, all of which will be open to the public for input. This initiative will be instrumental in shaping our future strategy and direction, ensuring we remain aligned with the evolving needs of the communities we serve. In addition, I will be holding a staff visioning session and a board visioning event which will take place at the next development session.

The outcomes of these sessions will be reported to the Board for further consideration, as we maintain our leadership role in advocating for the patient voice across the health and care landscape in Cambridgeshire and Peterborough.

Healthwatch England Regional Leaders Update

On Thursday, 19th September, we hosted the annual face-to-face Regional Leaders Meeting in Cambridge, funded by Healthwatch England. The meeting was led by our newly appointed Chair, Sam Glover from Healthwatch Essex, who facilitated a workshop aimed at defining what we, as a collective, hope to gain from Healthwatch England and future regional meetings. A key focus was on identifying priority themes for the coming year.

Although these regional meetings are not mandated by Healthwatch England, they offer an opportunity for collaboration across regions, allowing leaders to work together on specific projects, share good practices, and pool resources—particularly in areas like demonstrating impact. Leaders from all regions attended, making it a valuable networking event where we exchanged insights from our individual leadership journeys and shared our skills.

A summary report will be prepared by the Chair to outline the key themes and topics identified for the year ahead. Mental Health and Young People emerged as the most prominent areas of focus during discussions.

Highlights

This report updates the Board on the wide range of activities undertaken by our Staff and volunteers during the period spanning the period 1st July 2024 to 31st August 2024

- 1.** The local authorities have given verbal confirmation of the two year local authority funding extension. There is governance compliance to go through and written confirmation should be received.
- 2.** Regular monthly feedback meetings with CUH have been set up to support patient improvement at Addenbrookes.

- 3.** ICB colleagues are keen to work alongside HW to ensure patient participation is a priority and part of the governance structure going forward. Kate Vaughton is the ICB's New Chief Officer of Strategy and Partnerships and I will be working closely with Kate around the ICB's patient engagement plans.
- 4.** The ICB and other health partners are increasingly recognising the value of our partnership boards and Health and Care Forums. These forums are essential as they provide a direct platform for engaging with the public and patient participation groups, ensuring that their voices are heard in shaping health services. As we develop our future strategy, we will place even greater emphasis on these forums, positioning them as key platforms within the health sector to drive community-led engagement, improve service delivery, and strengthen collaboration between health organisations and the communities they serve.

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.
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Communications

5. What we have been working on

In this period, we published and distributed the Annual Report which features a range of information and highlights of our work from April 2023 to April 2024. We published our Digital Inclusion report in June, which contains the findings of a project conducted by our Projects Team and Community Researcher volunteers earlier this year. Most recently, we have edited and designed a report on the findings of Enter & View visits to a number of eye clinics based at local hospitals. The draft report is currently with the Trusts involved for their input.

We have supported the Project Team with the rollout and promotion of surveys focusing on the topics of 'Coping with life changes' and 'Eye Care'.

We have been heavily involved in recruiting attendees to our Annual Summit in October, including the set up and oversight of a webform for people to register for the event. We have also promoted the event via press releases, website content and social media coverage. The Summit is now 'sold out'.

Finally, we have attended a number of public events with the Engagement Team to help promote our presence and encourage people to interact with Healthwatch.

6. Our websites

In order to bolster visibility and awareness of the work of our Partnership Boards, we have created a new page entitled 'Partnership Boards' which is accessible via the 'Get involved' tab on the homepage menu. Prior to creating this page, content relating to Partnership was scattered across several pages and difficult to locate. The intention of the new page is to bring all information together in one location and support the recruitment of new Independent Members.

In this period, we have published 18 news/blog articles and four advice articles on our websites. These include 'case study' blogs covering the stories of people who have given permission for us to interview them about their lived experience, and insights from volunteers and Independent Members.

7. Social media engagement

Throughout this period, our social media engagement has been focused on specific campaigns designed to promote:

- Recruitment of a new Administration Officer
- Signing up to our newsletter
- Upcoming events our Healthwatch engagement team are attending
- The public having their say
- Upcoming Health and Care Forums
- Patient Participation Groups attendance at our Health and Care Forums
- Joining the Partnership Boards
- Annual Summit registration

- Promotion of our Annual Report
- Survey promotion (Coping with life changes/Eye Care/Marie Curie end of life care)

These campaigns have signposted the public to our websites for further information.

We have supported a wide range of awareness days and partner organisations, including the promotion of campaigns and events such as:

- Youth Fest
- Visual Impairment Forum
- World Suicide Prevention Day
- Know Your Numbers Week (blood pressure awareness)
- International Self Care Day
- Carers' Week
- Volunteers' Week

In the 90-day period 18th June to 15th September, we published 602 posts across our social media accounts, reaching an audience of 125,826 users and resulting in 698 shares. Our most popular platforms are Facebook and TikTok.

8. Earned media

16th September 2024: Plan for 12 new dentists in 'challenging' areas: [Plans for 12 new dentists in 'challenging' Cambridgeshire areas - BBC News](#)

9. Collaborating with partner organisations

We continue to meet regularly with NHS and local authority communications leads at Comms Cell meetings.

Engagement

- 10.** During this period there were six health and care forum meetings, bringing together members of the public with local health and care service providers. Topics covered included:
- End-of-Life and Palliative Care
 - Marie Curie – Lived Experience of Palliative and EOL care survey
 - Alzheimer’s Society
 - Healthy Places JSNA update on early findings
 - Integrated Neighbourhoods updates
- 11.** We continue to focus on encouraging local Patient Participation Groups to attend our health and care forums to enable them to network and share feedback. During this period 12 different Patient Participation groups were represented at our health and care forums.
- 12.** During June, July, August 2024, we participated in 46 engagement events, speaking to 1223 people and collecting 641 experiences.
- 13.** Events attended during June, July and August include:
- Sawtry Festival
 - Cambridge Military Fair
 - Cambridge Pride

- Wisbech Pride
- Pinpoint Conference
- Bretton Festival
- Loneliness Awareness Week event
- Orton Health Event, Peterborough

14. During this period our engagement team have attended a number of events specifically for men as we typically hear less feedback from men than women. These events have included

- Mens Health and Wellbeing event, Wisbech
- Men's activity club, PARCA
- St Neots Man Cave

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

- ESOL classes, Peterborough City College
- Various cost of living event, warm hubs
- Jimmys Homelessness Hostel
- Mercheford House Surgery
- Ely Carers Hub
- Hinchingsbrooke Hospital
- Barclays Bank, Huntingdon
- Riverside surgery, March
- Cornerstone Surgery, March
- YMCA, Cambridge

Volunteering

1. We currently a total of 109 volunteers registered across Cambridgeshire and Peterborough. We continue to actively seek to recruit new volunteers for some of these roles as a priority, including Community Listeners and Independent Members and are currently actively recruiting.

Volunteering Role	Number of volunteers
Community Listener	23
Youthwatch	9
Community Researchers - South	12
Community Researchers - North	8
Independent Members (Partnership Boards)	43
Authorised Representatives (E&V)	8
Non-Executive Directors	10
TOTAL	113

2. Volunteer hours

Volunteering hours for June, July and August totalled 6,150 minutes (102.30 Hrs)

Type of Volunteering Activity	Duration in minutes
Engagement event	3,840
Volunteer meeting	420
Youthwatch meeting	1,890
Total	6.150 minutes (102.30Hrs)

3. We continue to develop 'Youthwatch', a separate group of young volunteers aged 16-25 years. The group currently has nine active young volunteers. A very successful survey on vaping was completed as a first major piece of work, yielding over 500 responses. A report is now being finalised with our young volunteers being actively involved in this. It is hoped the draft report will be complete by the end of October 2024.
4. We are undertaking work to renew our Investors in Volunteers accreditation, working with our assigned assessor. It is planned this will conclude in Spring 2025 resulting in re-accreditation.

Partnership Boards

5. During this reporting period, all Partnership Boards have met including the Wheelchair User Forum. Topics discussed have included:
 - Implementation of Carers Strategy in Cambridgeshire and Peterborough
 - Disabled Facilities Grants; Update on the tender process for the NHS Wheelchair Service from the ICB
 - Update on the Learning Disability Needs Assessment by Public Health

- Update on the Annual Health Checks Survey being carried out by Speak Out Cambridgeshire and Peterborough
- CUH NHS Foundation Trust Outpatients Strategy
- Review of the Learning Disability Partnership in Cambridgeshire which brings together Health and Social Care
- Care at Home commissioning from Peterborough City Council
- Healthy Places JSNA
- Presentation about a new online app called Bridgit which is a support service for Carers being introduced by both Peterborough City and Cambridgeshire County Councils.

Impacts/influencing – Partnership Boards

- 16. The Learning Disability Partnership Board** was pleased to receive an update on the review of the Learning Disability Partnership, however, it felt that the update was very brief and the Partnership Board would like to look at this in more detail. Discussions are now taking place with Cambridgeshire Social Care to plan a 'task and finish' meeting.
- 17. The Carers Partnership Board** appreciated the presentation on the website 'Bridgit' <https://bridgit.care>, but felt that they would have liked a longer session. We are now discussing this with Adult Social Care and how it could be opened up to more Carers.
- 18. The Sensory Impairment Partnership Board** has raised with the Taxi Licensing Authorities at the District Councils their concerns about Taxi Drivers refusing journeys which have assistance dogs or where passenger's request support from door to car and then to destination. Peterborough City Council has written to all Taxi Companies and Drivers to remind them of the law and the Council's expectations.

19. The Older People’s Partnership Board were concerned about reports of people receiving poor food options from their carer’s – e.g. breakfast of sausage rolls, lunch of cake, dinner of porkpie and crisps. This was raised with Cambridgeshire Adult Social Care and they would like Partnership Board and Alzheimer’s Society raise this with the Provider Forum to discuss this.

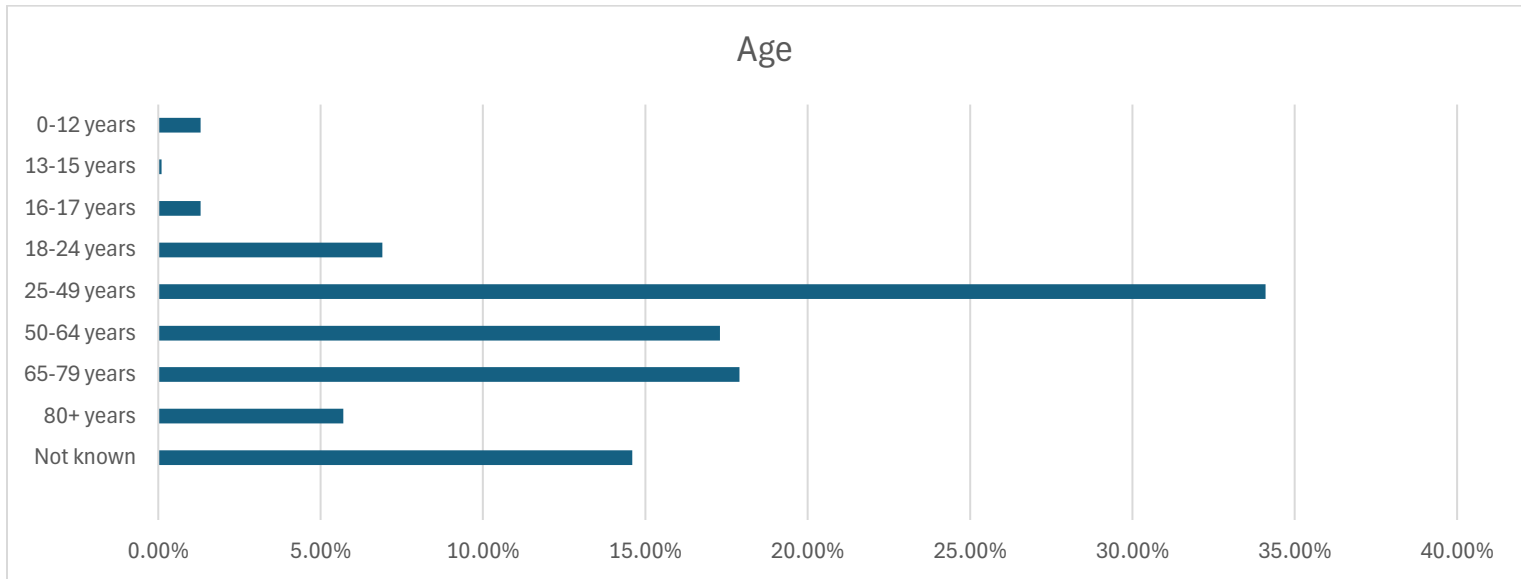
Experiences

6. During June/July/August we recorded 607 pieces of feedback, 10.4% (63) of these required an element of signposting. 62.9% of experiences recorded came from women, 23.9% came from men, 0.2% from non-binary and the remaining percentage made up from ‘prefer not to say’ and ‘not known’.

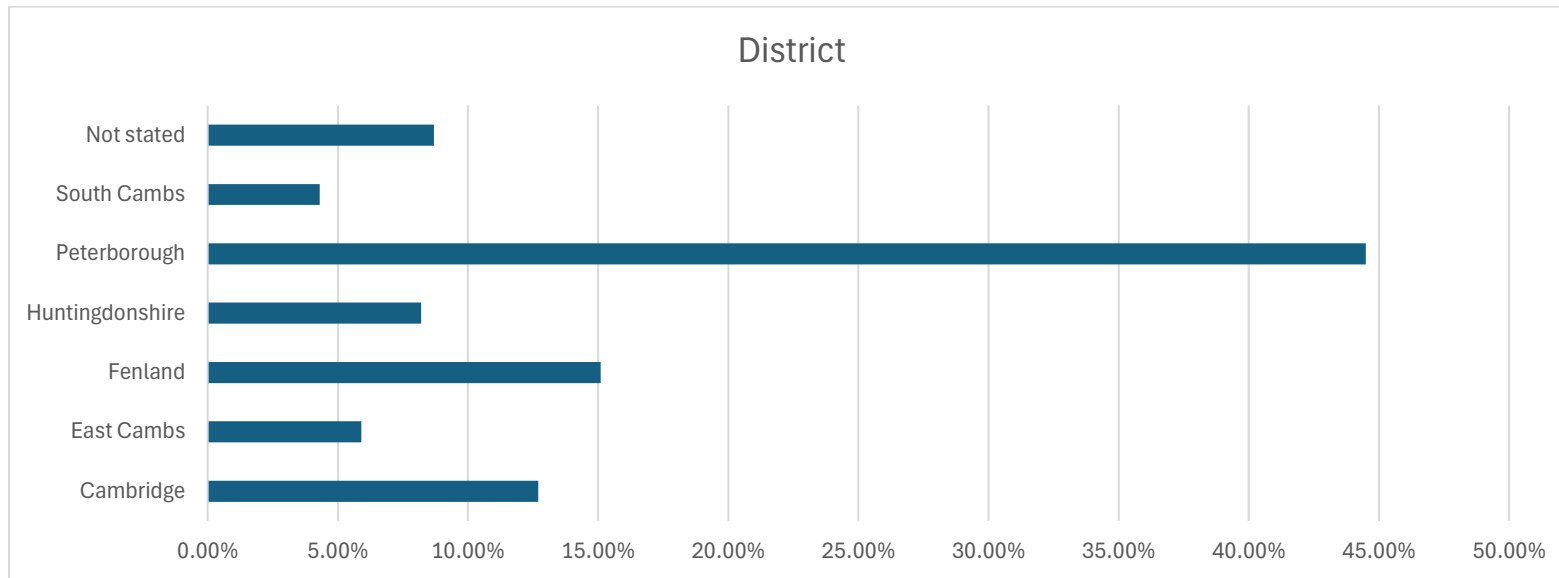
The ethnicity and age distribution is set out in the tables below.

Ethnicity	Percent
Any other ethnic group	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, 69.5% of recorded feedback came directly from engagement events as can be seen from the increased activity in Fenland area feedback.



7. During this period, people are still describing difficulties with accessing GP appointments and we are seeing an increase in problems with prescriptions due to medicine shortages. The main area of feedback are:

- GP practices – 43.8%
- Dentists – 7.9%
- Accident and Emergency – 5.1%
- Pharmacy – 2.8%
- Outpatients – 2.3%

Impacts and influencing.

26. Impacts of Healthwatch Cambridgeshire and Peterborough work from April to May 2024.

1. As part of our work with North Cambridgeshire and Peterborough Integrated Care System, our Community Researchers have completed their first project on digital exclusion, in which they networked with local people to hear their views on how they experience accessing services. A report has been published.

Report highlights impact of digital inclusion on access to healthcare

We live in a digital age. As health and care services continue to adapt to advances in technology and incorporate the benefits it can offer, our digital inclusion survey investigated how this shift is impacting service users. We gathered insights with the aim of informing future service improvements, thus ensuring a more inclusive and accessible healthcare environment for all.

Our report following this survey reveals the level of access to technological devices and use of online services to access healthcare services. Key points raised include:

- Respondents expressed a preference for services that combine digital, telephone, and face-to-face interactions.
- Respondents called for training in using digital services, particularly for older people and those less confident in using online platforms.
- Respondents requested quicker responses and simplified processes, such as reference numbers for follow-ups and straightforward systems for booking appointments.

“Give people a choice over the way they want the service provided. It could be a mixed model of digital, telephone, and face-to-face, but ultimately it should be down to the individual to choose how they’d like to receive their care.” Respondent to Healthwatch Cambridgeshire and Peterborough digital inclusion survey

Our recommendations, based on the finding of the digital inclusion survey, include taking steps to increase public awareness of digital services, making digital platforms more user-friendly and flexible, and improving accessibility for people with disabilities.

The survey also highlighted the need for a digital inclusion to be widened across communities and address the diverse needs and preferences of our local population

What difference did this make?

- The North Care Partnership will consider those who cannot use or don't have access to digital services in their work moving forward.
- We shared our results at the Cambridgeshire County Councils Digital Strategy launch in May.
- A PPG in Huntingdonshire has organised NHS App training day in collaboration with their Integrated Neighbourhood.

2.

- SA sent feedback from people with a Visual Impairment, mostly regarding the general election. A device called a McGonagle Reader was mentioned aiding blind people to vote independently. <https://pakflatt.com/products/the-mcgonagle-reader> SA asked Comms if we could publicise this. As we are in purdah, comms contacted HWE who approved posts on social media and sent to our Partnership Board members.

Projects

Project name	Description	Status	Comment
Research Inclusion and expansion opportunities across the ICS (ICS Research & Development, NHS England funds)	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.	Green	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.
Community Researchers SCCP	Initial two-year project to recruit and train volunteers to undertake community engagement and research projects completed. Phrase two now underway.	Green	Project continues to run to March 2026. One mini project to be delivered this year and another £15k ringfenced for a small project next year.

Gypsy, Roma, and Traveller project	Lottery funded three-year engagement project to develop a network of volunteer listeners / plan engagement programme, and provide training for frontline NHS, social care, and local authority staff	Green	Update - Final payment for 2024 – 2025 received - £22k. Project finishes 31/10/2024.
ICS Engagement	Coordination and development of community input into Integrated Neighbourhoods	Green	<p>Engagement plan for all Integrated Neighbourhood Teams in place, Karen and Caroline supporting PPG development programme. PPG seminar completed and went well.</p> <p>No funding allocated or pledged for this piece of work, however the IN's are paramount in the development of the ICS and all staff, NED's and volunteers need to link up. Update - the ICS will be essential in HW strategy going forward and will be included in those priorities</p>
Community Researchers (NCPCP)	Supporting a network of community volunteers to carry out directed engagement projects within their localities. Training element included for network of volunteers	Green	Update - Funding to 31/10/2024. Project terminates 31/10/2024.

Primary Care Access Survey (ICS)	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.	Green	Survey closed Dec 23 -1767 responses. Draft report with Jo Hobson Feb 24 and funding now received. Update - Sept 2024 – Caroline to follow up with HW completing final summary report which has not been forthcoming from partners.
Facilitation of one HWE Engagement leads meeting.	To run one engagement meeting on behalf of HWE -funding awarded Feb 24. (£400)	Green	Completed and held on the 16/07/2024. Titled 'What makes good engagement?' 26 people attended
Facilitation of regional leaders quarterly face to face meeting in September 2024	To run a face to face meeting with regional leaders and chair face to face quarterly meeting (£500)	Green	Meeting held on 19/09/2024. Invoiced £500. Workshop on what leaders want from future regional meetings. 23 people attended.
Cancer Hospital	Engagement to inform design and environment of the planned Cambridge research hospital.	Green	Caroline to lead on this. invoiced £5k.
Marie Curie	Survey to engage palliative care patients, care givers, family and friends on end of life care. 100-250 responses	Green	Sarah leading on this work, list of partners engaged. £3k invoiced and received. Project almost completed we summary of activity across the region received.

Healthwatch England	Survey to engage eye care patients	Green	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
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