



To: Healthwatch Surrey Board

From: Kate Scribbins, CEO

Date: 11th July 2016

CEO's report July 2016

1. Internal

Three new staff have joined the team this quarter and they have received an induction into Healthwatch Surrey (HWSy). We have held two staff development half-days to work on team building and to do some specific work around defining our shared sense of purpose and to agree key messages that we can use to describe HWSy when we are out and about.

Appraisals have been carried out with some staff.

We have introduced a data protection policy and are now investigating the training we need in order to implement it.

We have developed a rationale for defining and capturing our outcomes so that we become better at celebrating our success.

We have been refining the way we decide whether to carry out reactive Enter and Views and the process to be followed, and are in the process of setting up a Panel to assist with scrutiny and decision-making.

We have started work on a new communications strategy.

We have held two meetings to make progress on sustainability and new income generation.

2. Engagement

Our new team of two Engagement Officers is really beginning to forge ahead both in terms of building strategic relationships with many more groups, and in terms of running the next "Listening Tour". This Tour is taking place between July and September 2016. We will be visiting every a point of service location and a high-footfall public location in each District and Borough, plus this year we are adding Children's Centres to the list to ensure that we find out more about this important element of health and social care services in Surrey.

3. Building our volunteer team

We held a celebration event for existing volunteers which was a useful opportunity for our three new staff members to meet both volunteers and Board members using a speed-dating format.

We have held an induction for three new volunteers.

A volunteer has helped review papers for the Surrey Priorities Committee as preparation for the meeting.

Volunteers have been involved in analysing the CRM data to help with preparing our Quality Account responses.

4. Working with partners

We have been working to embed the detail of our new relationship with the 5 CABx. We have SLAs agreed and signed with all 5 Citizens Advice Bureaux who are working in partnership with us going forward, and have lodged the documents with SCC. I have had the first quarterly meeting with managers and the team have met with the HW Champions – this will be a monthly meeting until new ways of working are established.

I attended a Help and Care managers meeting and HWS meetings as continue to build relationships.

I continue to meet SCC on a regular basis.

I have been working to schedule public Boards to increase the potential for public attendance and participation in the Board and to allow partners time to report on quarterly activity. I have also been assessing how the board can oversee budget reporting.

5. Annual Report

Production of the Annual Report has been a significant feature of this Quarter. We decided to produce the report in-house using the Healthwatch England template. Three volunteers were involved in helping us proof and edit. I am pleased to say that we published the report online before the deadline of 30th June. We are very grateful to everyone who contributed and helped us meet our deadlines. The report is available on our website.

6. Responding to Quality Accounts

We are pleased that we managed to respond to all invitations to comment on Quality Accounts. Wherever possible we analysed our data to build a picture of how the provider was performing compared to other Surrey providers and identified any patterns. Following receipt of our Quality Account statement a number of providers have been in touch, some to challenge our comments, and we will be able to build on this to forge closer working relationships going forward.

7. Thematic work

We have developed work plans for all five of our thematic priorities.

We have scoped our project on Care Homes and are planning to conduct a series of Enter and View visits later in 2016. We have been working closely with other local HW who have done similar work to ensure we do not reinvent the wheel and can work together where possible. We have also been liaising with SCC

8. Relationships with CCGs

We are really starting to make progress on the meetings to feed back “what we’ve heard”, having had meetings with a number of CCGs. We have developed a template for standardised reporting of sentiment and themes, and are refining the way we analyse all relevant cases from the CRM in order to identify key case studies to illustrate our themes. This is taking considerable resource as we prepare for each meeting. We are finding the CCGs are receptive however it remains to be seen what follow up action is taken. In each meeting we are seeing acknowledgement, assurance and action and we will be tenacious in following up on these, plus ensuring we take minutes. See separate paper for more on this issue.

Team members have been allocated to “lead” the relationships with each of our CCGs and have a nominated volunteer to support them on this. We are building a firmer understanding of the work of each CCG and attending key meetings in order to build relationships. We have one volunteer now attending the System Resilience Group for East Surrey. This meets monthly so is a considerable commitment.

I have attended the new Primary Care Co-commissioning Committee at NW Surrey CCG on a regular basis and am finding it very useful to be involved in the first of our local CCGs to take on co-commissioning. I gained assurance that data on complaints and patient feedback would be included in a “dashboard” of data on GPs which this committee will review.

9. SECAMB

Following various stories in the media the South East HW met with SECAMB acting CEO in June. We received assurances around the recovery plan and. HW urged SECAMB to work closely with local HW and keep us informed. I am now in regular touch with NW Surrey CCG who commission SECAMB for Surrey and am more closely in touch with what is going on. SECAMB have organised a full day visit in July for local HW to obtain feedback on the recovery plan and discuss areas of concern.

10. STPs

We have attended two workshops on STPs, one for Surrey Heartlands and one for East Surrey and Sussex. We are keeping in touch with colleagues involved in East Surrey and Sussex where East Sussex HW is leading for the various HW affected, and we are linking up with our various HW involved in the Frimley footprint to ensure a unified HW input into that process.

11. Joint Strategic Needs Assessment

I attended a JSNA strategic review meeting to discuss progress on the new JSNA and review a draft chapter. I welcomed the fact that a section on “the customer experience” was included in this chapter and received confirmation that this will be encouraged in all chapters. HWSy may have a role in providing some evidence for that and/or signposting to other organisations.

Volunteering

Our volunteer team comprised of 24 volunteers at the start of the quarter; we have recruited three volunteers and one volunteer has left the team. Total volunteer hours this quarter were 178 (compared to a quarterly average in 2015/16 of 170 hours). Amongst other things we involved volunteers this quarter in reviewing data and helping prepare our responses to quality accounts; and preparing a summary of our experiences around mental health. This quarter:

- Nine people expressed an interest in volunteering
- Eight volunteers recruited into new opportunities or activity

Volunteer hours this quarter:

| | Q1 |
|---|------------|
| Public engagement | 3 |
| Internal meetings | 23 |
| External meetings | 34 |
| Training and workshops | 21 |
| Enter and view visits | 8 |
| Other-volunteering from home, travel etc. | 89 |
| Total hours | 178 |
| <i>Number of volunteers involved in this activity</i> | <i>14</i> |

Communications

Web Activity

Overall web activity has slightly decreased this quarter. However, the number of unique visitors and new visitors has increased. The most major spikes of activity are likely to be related to recruitment, the Shared Care Record workshop and the publication of our report on the primary care experiences of over 65s and Annual Report. Independent Health Complaints Advocacy and team/board information also remain popular pages.

| Web Analytics | Q1 | Q2 | Q3 | Q4 | Q1 |
|--------------------|---------|---------|---------|---------|---------|
| Page views | 9,356 | 7,000 | 6,827 | 6,725 | 5,966 |
| Visitors | 4,403 | 3,372 | 3,021 | 2,814 | 2,792 |
| Unique visitors | 3,407 | 2,635 | 2,101 | 1,871 | 1,938 |
| Page views p/visit | 2.12 | 2.08 | 2.26 | 2.41 | 2.14 |
| Bounce Rate | 61.53 % | 62.28 % | 58.59 % | 52.03 % | 54.69 % |
| New Visitors | 3,242 | 2,514 | 1,969 | 1,709 | 1,797 |

E-Bulletins

Three e-bulletins were distributed to over 650 stakeholders and members of the public. The average open rate remains over 30% and another 291 people have seen the e-bulletins via sharing mechanisms.

Social Media

(Facebook, Twitter, Streetlife)

The total number of Twitter followers has increased by 8.02% this quarter and Facebook likes has increased from 140 to 156 (11.4%).

| Twitter Characteristic | Q1 | Q2 | Q3 | Q4 | Q1 |
|------------------------|---------|---------|-----------------------|-----------------------|-----------------------|
| Followers | 1633 | 1723 | 1828 | 1944 | 2100 |
| Following | 878 | 893 | 940 | 998 | 1048 |
| Total Tweets | 2589 | 2790 | 3081 | 3338 | 3481 |
| Retweet Reach | 150.5 K | 164.8 K | No longer available * | No longer available * | No longer available * |
| Mention Reach | 54.4K | 111.1 K | No longer available * | No longer available * | No longer available * |
| Impressions | n/a | n/a | 61.1K | 47.4K | 27.7K |

Annual Report

The Annual report 2015/16 was published on 30th June and shared with the relevant bodies including NHS England, Healthwatch England, CQC, local CCGs and the Wellbeing and Health Scrutiny board as per our statutory responsibilities. It was also shared with wider stakeholders via the e-bulletin on the same day.

Media

Despite purdah, we have had quite a successful quarter with regard to our media work. This included a number of proactive and reactive press releases including: response to resignation of SECAMB Chief Executive and leaked emails, press release on protocol between HWSy, HWB and WHSB and a response to an increase in missed appointments at East Surrey.

Communications/Marketing strategy

We held two initial workshops to support the development of a new communications and marketing strategy.

Finance

A statement of the Healthwatch Surrey CIC financial position this quarter is detailed below

Financial Statement – 30th June 2016

| | Budget 2016/17 | Budget 30/06/2016 | Actual 30/06/2016 | Variance 30/06/2016 |
|------------------------|-------------------|----------------------|----------------------|------------------------|
| Staffing Costs | £169,020 | £42,255 | £32,528 | £9,727 |
| Direct Delivery Costs | £104,023 | £26,006 | £6,748 | £19,257 |
| CIC Costs | £7,380 | £1,845 | £4,194 | -£2,349 |
| Citizens Advice Bureau | £46,470 | £11,618 | £11,618 | £0 |
| Help & Care | £188,681 | £47,170 | £47,053 | £118 |
| SDDP | £113,839 | £28,460 | £28,460 | £0 |
| SILC | £36,538 | £9,134 | £9,134 | £0 |
| | £665,951 | £166,488 | £139,735 | £26,753 |

Resources

Healthwatch Surrey has Service Level Agreements with delivery partners covering most aspects of its service delivery.

Citizens Advice: Information & Signposting via Surrey Citizens Advice Bureaux in Reigate and Banstead; Runnymede and Spelthorne; Surrey Heath; Waverley and Woking.

Help & Care: Evidence & Insight, telephone Help Desk and Community Engagement

Surrey Disabled Peoples Partnership: Health Complaints Advocacy and Information/Signposting via Surrey User Led Hubs

Surrey Independent Living Council: Governance & Office management, Support for Information/Signposting via Surrey User Led Hubs

Between them the delivery partners employ a range of staff to work for or on behalf of Healthwatch Surrey:

Help & Care

Dr Julie Dallison (Research Officer), Matthew Parris (Evidence & Insight Manager), Jade Parkes (Engagement Officer), Jacquie Pond (Engagement Officer), Sonali Florence (Data Handler/Administrator).

Surrey Disabled Peoples Partnership

Wendy Ward & Alison Lancaster (Managers), Val Pettman and Jade Wilson

In addition to this Healthwatch Surrey is supported by other staff and volunteers from the delivery partners including Healthwatch Champions at Citizens Advice Bureaux, helpline staff at Help & Care, advocacy administration and management at Surrey Disabled Peoples Partnership and finance, administration and governance support from Surrey Independent Living Council.

Healthwatch Surrey C.I.C directly employs its own team of staff:

Chief Executive Officer, Kate Scribbins. Katherine Leach (Volunteer Officer), Lauren ter Kuile (Communication & Projects Officer) and Lisa Sian (Administration and Projects Officer)

Healthwatch Surrey Board

Non-Executive Directors: Kary Backhouse, Jason Davies (Deputy Chair), Peter Gordon (Chair), Wanda Jay, Deborah Mechaneck, Lynne Omar

Member Appointed Directors: Richard Davy, Mark Sharman, Laurence Oates.