

# Healthwatch Surrey Strategy

2025–2026

## Our Mission

Healthwatch Surrey champions the voice of local people to shape, improve and get the best from NHS, health and social care services.

## How we work

Healthwatch Surrey champions the voice of local people to shape, improve and get the best from NHS, health and social care services. We are independent and have statutory powers to make sure decision makers listen to the experiences of local people.

We passionately believe that listening and responding to local people's experiences is vital to create health and social care services that meet the needs of people in Surrey. We seek out people's experiences of health and care services, particularly from people whose voices are seldom heard, who might be at risk of health inequalities and whose needs are not met by current services. We share our findings publicly and with service providers and commissioners to influence and challenge current provision and future plans.

We also provide reliable and trustworthy information and signposting about local health and social care services to help people get the support they need.

## Our approach to fulfilling our contractual statutory obligations

### Evidence, research and influencing

Establish evidence, provide reports and make recommendations about how services could or should be improved, both for use locally to inform the Joint Strategic Needs Assessments (JSNA) and Joint Health and Wellbeing Strategy and all providers and commissioners as well as nationally through its Annual Report to Local Healthwatch England.

### Provision of information and advice

Provision of information and non-clinical advice to people about accessing health and social care services and choice in relation to aspects of those services.

### Community engagement

Promotion of and support for the active engagement of people in the commissioning, provision and monitoring of local health care and social care services by obtaining the views of people about their needs for and experiences of local services and ensuring that they are enabled to be involved in these.

### Independent NHS complaints advocacy

Provision of the independent NHS complaints advocacy service for Surrey, providing advocacy and assistance for individuals making or intending to make an NHS complaint (which includes a complaint to the Health Service Ombudsman)'.

## Our workplan– how we deliver our strategy

### Provision of information and advice

Continue to keep dedicated area of website up to date with latest information and advice.

Continue to operate Helpdesk Monday–Friday.

Actively promote information and advice service with system and VCSE colleagues.

### Evidence, research and influencing

4 research projects per year (1 per thematic priority) aimed at exploring how services could or should be improved for some of the priority populations of Surrey.

Share evidence (where we hold relevant information) at the request of providers, commissioners, Healthwatch England and CQC, and contribute to JSNA.

Capture and report on the impact of providing evidence and research quarterly to Luminus Board and Healthwatch Commissioner to demonstrate how we are influencing service improvement.

### Community engagement

Complete a series of engagement events as per [Community Engagement strategy](#)

Promote opportunities for volunteers to share their and peer views and experiences of services

Actively promote opportunities for people to share their views and experiences of services through social media, health and social care providers, community leaders.

Community Cash Fund to develop community links with organisations providing support to priority populations

Enter & View visits and reports as per our [Enter & View Policy](#)

### Independent NHS complaints advocacy

Actively promote the service through social media, health and social care providers, community leaders.

Demonstrate the outcomes achieved by the service through quarterly impact report.

## **Provision of information and advice**

We will keep the information and advice page of the website updated with new information sections and updated information from Helpdesk advisors. This page also directs people towards the Helpdesk if they have further queries. Materials are also available during community engagement for non-digital information and advice.

We will use social media to highlight information and advice on Health-related awareness days and promote the Helpdesk for further information.

We will continue to ensure that system partners and VCSE organisations are aware of the Helpdesk service and continue to increase their promotion of Healthwatch Surrey on websites, slides in hospitals and GP practices.

We will continue to promote Healthwatch Surrey via leaflets, posters, social media and website. We will also attend Surrey wide awareness raising days. We will continue to encourage providers to hold accurate information about us and signpost to our services.

Healthwatch Surrey staff (with support from the Communications Lead) will ensure they have appropriate leaflets and posters available when they are out on engagement to promote the full Healthwatch Surrey service.

## **Evidence, research and influencing**

We will continue to use our evidence and research to fulfil our role on the Health and Wellbeing Board/ICP, the Adults & Health Select Committee, and to contribute to the JSNA. We will continue to contribute evidence in relevant System Quality Groups depending on agendas. In addition, we will commit to attendance at a number of boards and committees in order to maximise the opportunities to influence service improvements in line with our thematic priorities (see below for further details).

We will continue to publish our Insight bulletin which is currently circulated to nearly 800 people each month. Our Insight bulletin will also promote any recent research projects.

We will continue to develop relationships with MPs and councillors to promote ways for constituents to get involved with Healthwatch Surrey research projects where our activity is relevant to their area or specific interests, or where they may have experiences to share. All MPs also receive our Insight bulletin each month.

## Thematic Priorities



### Access to primary care

Access to primary care (GP practices, pharmacies, optometry and NHS dentists) is fundamental to people's experiences of health and care.

We will conduct 1 research project aimed at influencing improvements based on our findings. Our community engagement will address issues across all of primary care with a focus on how digital access and digital systems work for patients.

Our aims are to support local people to have their needs met by primary care, improving the information and advice available about primary care, and supporting integration of services to improve access to primary care. We will use evidence shared with us to influence at the Surrey Heartlands Primary Care Commissioning Committee (PCCC), Access Board, Frimley PC POD Board and Frimley PC GP Board.

### Social care

Social care support can change the lives of many Surrey residents. The availability of social care and understanding of what is available can often be complicated for many people who need to access support.



We will share our evidence with Public Health twice per year, and Adult Social Care twice per year at Area Board meetings. We will tailor our community engagement to align with strategic issues for which the Public Health team and Adult Social Care team request our support. Our planned outcomes are to continually improve our knowledge of social care, improve our support to service users, and support social care to learn from people's experiences.



### Mental health

Mental Health is intrinsically linked to the overall health and wellbeing of local people.

We will conduct 1 research project aimed at influencing improvements based on our findings. This will be supported by community engagement focused on the mental health of priority populations

We will share our evidence from community engagement quarterly at the Surrey and Borders Partnership Learning from Patient Experience Forum and the Surrey Heartlands All Age Mental Health and Learning Disability Oversight Group. This will enable us to use evidence to help improve services and challenge where necessary.

Our other planned outcomes are to have positive, collaborative relationships across the listening landscape, people are able to access support when waiting, and people have a good understanding of what support is available to them.

### **Involvement of people**

Involving local people in decision making and the design and changes of services will also ensure that services truly serve their local communities.

Our research project on this will focus on supporting people who are housebound to be more involved in the planning and delivery of their services.

Our planned outcomes are that high-quality service user feedback is an element in all decision-making and there is equity in listening. We will actively promote opportunities for people to get involved in the planning and delivery of services through our communications methods:



### **Communications**

Communications activities will focus on promoting our own surveys/activities, and opportunities to take part in partner consultations/other forms of involvement on social media and on the website.

Communications will play a supporting role in sending out information about the research project to agreed stakeholders identified at the start of each project. To include VCSE, NHS, local authority, MPs and local councillors as appropriate.

To support creation of project outputs e.g. video, report, leaflet, ensuring these are accessible to as wide an audience as possible.

To publish the output on the website and help promote as required (through social media, to other stakeholders etc).

## Volunteer support

We will continue to develop the Healthwatch Surrey Reading Panel who will influence external communication and information from NHS and social care partners.

LHWAG members will also represent Healthwatch Surrey in system meetings in a critical friend role, ensuring that patient and public involvement/engagement is transparent and sufficient.

Volunteers will also play a vital role in the planning, development and delivery of all research projects undertaken under the thematic priorities. Volunteers will also be encouraged to capture feedback relating to the thematic priorities independently.

## The year ahead- evidence, research, influencing

The table below shows the proposed launch and publication dates of our 4 research projects.

It also shows the publication dates of our “thematic reports” which will replace the Place reports of 2024–25 and focus on findings from community engagement.

RESEARCH AREA / MONTH	Q1			Q2			Q3			Q4			Q1
	April	May	June	July	August	September	October	November	December	January	February	March	April
Involvement of people	Project		Project launch			Project output							
	Thematic reports			Thematic report			Thematic report			Thematic report			Thematic report
Access to Primary Care	Project	DA output				Project launch			Project output				
	Thematic reports				Thematic report		Thematic report			Thematic report			Thematic report
Social Care	Project	Self-funders output						Project launch				Project output	
	Thematic reports		Thematic report ASC			Thematic report PH			Thematic report ASC			Thematic report PH	
Mental Health	Project		LD output				Project launch				Project output		
	Thematic reports			Thematic report			Thematic report			Thematic report			Thematic report

## Community engagement

### 1. Community engagement events and surveys

#### Aims and KPIs

We will aim to obtain at least **680** experiences via this route across the year –these can be from engagement events (where we’re speaking to people face to face in the community) or online surveys. Whilst surveys may enable us to gather more experiences, community engagement provides in depth insights that are difficult to obtain via surveys alone.

#### Approach

We will deliver **3 community engagement events per thematic priority per quarter and aim to record 8–10 experiences at each event.**

Although there will always be an element of agenda free listening at any community engagement event, the events we attend will be focussed around our 4 **thematic**

**priorities** – and **specific topics** within those thematic priorities – to ensure every event supports our overall strategy. Across the year there will be 4 topics per thematic priority, one each quarter.

To ensure we are reaching residents across a broad **geographical area**, events will be organised by Place, with each Place visited approximately 8–10 times per year on rotation.

We will aim to reach at least one of Surrey’s **priority populations** at each engagement event.

A set of **engagement questions** will be prepared for each topic (1 topic/set of questions per quarter). These will be used to guide engagements and will also be made available via Smart Survey, to be shared and promoted via Healthwatch Surrey social media channels and volunteers. We will also look to share the survey with relevant groups and organisations.

*Example work plan for events focussed around thematic priorities. Please note: this is an example workplan for illustrative purposes only.*

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
P C	Topic 1 G&W, East Surrey , Farnham	Topic 2 Surrey Heath, Surrey Downs, NW Surrey	Topic 3 G&W, East Surrey, Farnham	Topic 4 Surrey Heath, Surrey Downs, NW Surrey
S C	East Surrey, Farnham , Surrey Heath	Surrey Downs, NW Surrey , G&W	East Surrey, Farnham, Surrey Heath	Surrey Downs, NW Surrey, G&W
M H	Farnham, Surrey Heath, Surrey Downs	NW Surrey, G&W, East Surrey	Farnham, Surrey Heath, Surrey Downs	NW Surrey, G&W, East Surrey
I o P	Surrey Heath, Surrey Downs, NW Surrey	G&W, East Surrey, Farnham	Surrey Heath, Surrey Downs, NW Surrey	G&W, East Surrey, Farnham

## Organisation and planning

Community engagement will be organised on a quarterly basis, one quarter in advance, with some room for flexibility based on system needs / priorities.



## Reporting

We will produce **1 x thematic priority report per thematic priority per quarter (16 in total)\***, with a breakout section on priority populations where possible / appropriate. These will be shared at the following:

- Primary care
  - Primary Care Commissioning Committee (PCCC)
  - Surrey Heartlands Access Board
  - Frimley PC POD Board
  - Frimley PC GP Board
- Mental Health
  - Surrey and Borders Partnership Learning from Patient Experience Forum
  - Surrey Heartlands All Age Mental Health and Learning Disability Oversight Group
- Social care / public health
  - Public Health Area Board meetings
  - Adult Social Care Area Board meetings
- Involvement of people
  - TBC dependent on topic

\* for social care there will be 2 x social care reports and 2 x public health reports across the year.

We will summarise our insight quarterly to feed into HWBB/ICP priority updates.

## Support

### 1. Volunteers

Volunteers can increase the visibility of events to encourage attendance (and experience sharing for those who can't attend) via their own local presence and increase experience uptake at events themselves.

### Specifically:

- **We will aim to have 1 x volunteer at each event.**
- **If comfortable we will ask volunteers to share details of events on their own local networks and / or to report on events after they've happened.**
- **We will ask volunteers to share the Smart Survey.**



## 2. Communications

Communications activity will increase the visibility of events to encourage attendance (and experience sharing for those who can't attend) and demonstrate impact post event. Communications support will also be invaluable for increasing uptake of our Smart Surveys and for building relationships – and routes in – with the organisations who work with and support harder to reach groups and priority populations.

### Specifically:

- **Events will be promoted in our Insight bulletin, on our website and on our social media channels.**
- **There will be 1 x LinkedIn post after each event, from the event organiser, which will be shared by the Healthwatch Surrey LinkedIn account.**
- **Smart Surveys and the thematic priority focussed will be shared on our website (opportunities to get involved) and on our social media channels– this news will also be shared with relevant VCSE organisations (and the Surrey Health and Wellbeing communications group, and Frimley communications group).**
- **At the beginning of each quarter, a communications meeting will agree if there are particular awareness days we can use to highlight the upcoming surveys, with the aim being that one survey is focussed on each month.**

## 2. Enter & View

Healthwatch have a legal power to visit health and social care providers where services are publicly funded and delivered to see them in action. This power to Enter & View services offers a way for Healthwatch Surrey to meet some of their statutory functions and allows them to identify what is working well with services and where they could be improved.

We will conduct Enter & View visits on an ad hoc basis throughout the year in the following circumstances:

- At the request of a provider
- In response to concerns raised around one setting
- As part of a research project

Note: an Enter & View visit will count as 1 x community engagement event.

## Community Cash Fund

We have set aside £6000 in order to relaunch the Healthwatch Surrey Community Cash Fund 2025–26. The aim of this is to provide small grants to organisations to collaborate with Healthwatch Surrey on either research projects or community engagement. These grants will enable Healthwatch Surrey to further amplify the voice of Surrey residents who are often not well heard, are at risk of health inequalities or who represent the priority populations as outlined in the Health and Wellbeing Strategy. Healthwatch Surrey will report on the feedback given about health and care services along with relevant recommendations that can be shared with service providers and commissioners. Organisations will be offered grant funding of up to **XXX** to be used to support and benefit Surrey residents and will be offered the opportunity to co-produce reports and recommendations and be invited to present on these findings.

Communications will promote the opening of the Community Cash Fund and invite people to apply, via social media and our website. We will report on the impact that this fund has on individual organisations as well as for individuals and services through our monthly Insight Bulletin and quarterly Impact Report.

## Independent Health Complaints Advocacy Service

We will focus on increasing referrals to the service in order to empower more people to share their experiences of NHS services.

To support awareness raising of this service we will:

- Regularly promote via Healthwatch Surrey social media
- Continue to ensure that system partners and VCSE organisations are aware of the IHCA service and that information about this service is provided on their websites where possible.
- Share Surrey Independent Living Charity's posts relating to this service.
- Report on the impact the service has on individuals through case studies in the quarterly impact report.



We are proud to be commended in the National Healthwatch Impact Awards, recognising our work helping to improve local NHS and social care. You can view [our video](#) highlighting how feedback from local people has been used to make positive changes to health and social care support.



We are committed to the quality of our information.  
Every three years we perform an audit so that we can be certain of this.

## Luminus

The Healthwatch Surrey service is run by Luminus Insight CIC, known as Luminus.  
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