



To: Healthwatch Surrey Board

From: Kate Scribbins, CEO

Date: April 2018

CEO's report April 2018

Highlights of the last quarter (Q4)

Engagement

We have continued to make good progress with our engagement strategy, carrying out both general and “reactive” engagement” (where we visit providers to gather more evidence as a result of concerns raised at our Escalations Panel). Since April 2017 we have gathered 3824 useable experiences (against an annual target of more than 2,693).

We attended four Valuing People's Groups to raise awareness of our findings from 'My GP Journey' as well as hear experiences of people with learning disabilities. We plan to do more engagement with people with learning disabilities next quarter.

We visited a number of services in Q4 including: Hartley Corner Surgery, Autism & ADHD Event (Surrey and Borders Partnership), Epsom Hospital, Farnham Dene Medical Practice, Royal Surrey County Hospital (A&E), Ashford Hospital and Buryfields Sexual Health Centre.

Escalations

In Q4 30 experiences were escalated to the Care Quality Commission, 13 escalations were made to providers, 13 to Commissioners, 12 to NHS England, and 4 to the Multi-Agency Safeguarding Hub (MASH).

For the full year April 2017- March 2018, 210 experiences were escalated in total. 88 experiences were escalated to the Care Quality Commission, 58 escalations made to providers, 42 to Commissioners, 13 to NHS England, 5 to the Multi-Agency Safeguarding Hub (MASH), 2 to the Adult Social Care Quality group, 1 to the Children's Health & Education Select Committee and 1 to the Children's Rights Department.

See table below.

Escalations 2017/18

	CQQ	Providers	Commissioners	NHS England	MASH	ASC Quality Group	Children's Health & Education Select Committee	Children's Rights Department	Total
Q1	2	2	7			2			13
Q2	27	17	7		1			1	53
Q3	29	26	15	1			1		72
Q4	30	13	13	12	4				72
Total	88	58	42	13	5	2	1	1	210

Thematic priorities/projects

We published our report on patient views on the hospital discharge process and followed this up with an impact report (which summarises how commissioners and providers responded to our recommendations), and a practical checklist which was developed in collaboration with stakeholders in the NHS and voluntary sector and is being piloted by Royal Surrey County Hospital.

We supported a workshop for professionals working with children and young people in Surrey, in collaboration with Surrey Youth Focus. Attendees discussed current challenges to young people's emotional health and mental wellbeing (EHMW) and shared creative suggestions for supporting this age group to look after their own and others' EHMW. The workshop was attended by over 70 professionals from organisations including schools, Surrey County Council, Surrey and Borders Partnership, and voluntary organisations.

Healthwatch Surrey volunteers and staff ran five drop-in sessions coupled with an online survey to find out more about people's experiences of adult mental health services. Over 60 people took part and gave honest and in-depth feedback which will be collated to produce a full report later this year.

All the individual reports for the Care Homes visited as part of our project earlier this year are now available on our website and a full report will be published by the end of April.

Championing patients' views

We have been busy over the last quarter constructively challenging a range of commissioning and re-procurement plans and playing an active role in scrutiny as part of the Adults and Health Select Committee.

- We've challenged the extent of engagement with the public over the new Surrey Care Record which is due to be launched imminently, and given detailed feedback on communications materials;
- We've challenged plans to re-procure interpretation and language services for Surrey Heartlands CCGs and agreed with the CCG that we will be involved in the next stage of the process;
- We've presented findings from our report on data sharing "If I've told you once" at the Adults and Health Select Committee to highlight public support for record sharing amongst health professionals but also to demonstrate the need to engage

with groups and around services where there is less support i.e. people who access adult social care

- We've worked throughout the quarter to help patients with concerns over the changes to sexual health services to get their voices heard and been an active conduit between individuals and the new provider CNWL;
- We've raised a question at the new Surrey Heartlands Joint Committee as to whether at least one patient-reported metric should be included in their monitoring activity.

As a more general theme we've been consistently questioning both where assurance around the quality of public engagement sits across the developing Surrey Heartlands plans; and where responsibility for ensuring Equality Impact Assessments are done and acted upon at an early and meaningful stage and manner sits in the emerging decision-making structures. We are keeping in touch with our Healthwatch colleagues in the Sussex and East Surrey STP as they make similar challenges.

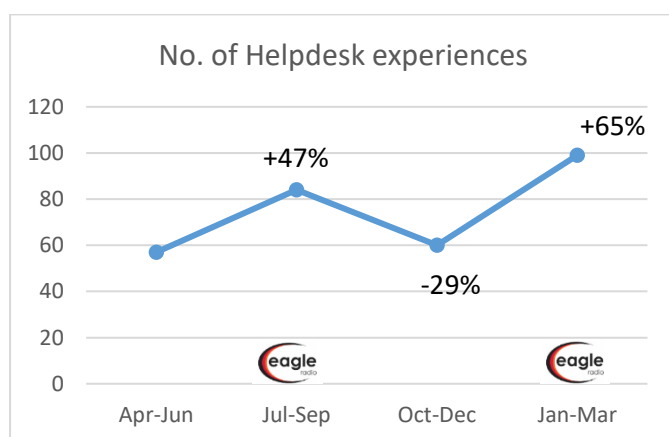
Communications

The results of our winter Eagle radio campaign are consistent with the results of the previous summer campaign. The number of page views has increased, whilst the gap between numbers of visitors and unique visitors is decreasing, demonstrating that visitors to our website are coming back, and using the website more regularly.

Web Activity

Web Analytics	Q3	Q4	Q1	Q2	Q3	Q4
Page views	8,504	8,427	7,379	13,513	11,018	13,113
Visitors	3,068	3,315	2,581	4,374	4,792	4,584
Unique visitors	1,903	2,144	1,688	3,238	3,207	3,081
Page views p/visit	2.77	2.54	2.86	3.09	2.30	2.86
Bounce Rate	41.75%	46.49%	47.15%	59.79%	61.12%	50.85%
New Visitors	1,731	1,959	1,505	2,887	3,003	2,841

The numbers of calls to our Helpdesk show an increase in numbers of experiences gathered from callers received at times when our Eagle radio ad is running (see Table below).



E-Bulletins

Over the quarter, five e-bulletins were distributed to more than 840 stakeholders and members of the public - a 4.6% increase on last quarter. On average 31.9% of subscribers open the e-bulletin each month an increase of 4% on the previous quarter. The e-bulletins focus on news from Healthwatch, local and national health and social care issues, consultations and other opportunities for people to get involved in health and social care in Surrey.

Social Media (Facebook, Twitter)

Twitter Characteristic	Q3	Q4	Q1	Q2	Q3	Q4
Followers	2165	2197	2248	2311	2397	2471
Following	1115	1128	1154	1205	1228	1251
Total Tweets	3901	3981	4273	4575	4826	5081
Impressions	30K	18K	23.9K	50.5K	45.1K	25.4K

The total number of Twitter followers has increased by 3% this quarter and the number of impressions (the number of people who have seen one of our tweets) has reduced by 43%. However, this still a 41% increase on the same quarter last year.

We have now fully integrated Facebook advertising into our communications activity, to strengthen our ability to reach new audiences and communities in Surrey with relatively low cost. In Q4, we ran 6 Facebook adverts (some concurrently) to promote calls for experiences of mental health services, sexual health services, to raise awareness of the Independent Mental Health Network and promote our job opportunities. These adverts or boosted posts have reached 17,818 people in Surrey, which resulted in 719 engagements, including comments, likes and shares.



The chart shows the difference in the number of people we were able to reach this quarter with paid for Facebook posts/adverts compared to organic posts.

Media

- We have issued 3 proactive press releases this quarter which resulted 7 online or print articles (known) and 2 radio interviews on BBC Surrey this quarter. Issues/topics covered include: Hospital discharge report and checklist.
- We have not issued reactive comments on health and care issues this quarter. Note: Purdah or the pre-election period (effective from early March) limits our publicity activities.

Winter Eagle Radio Campaign

- We ran a radio campaign activity Jan - March 2018. A new radio creative ran in rotation with the original advert with 847 adverts airing across the Eagle radio portfolio this period. The aim was to raise awareness of Healthwatch Surrey to a wider Surrey audience. An online campaign ran alongside the radio for the month of March. The snow days in March meant an uplift in visitors to the Eagle radio website which meant more exposure than predicted for our branding. The banner advert was viewed 72,000 times, with 134 individuals clicking for more information during the 4-week period.

Newsletters & Literature

- We have begun a review of how we best place our content in VCFS newsletters including more calls for evidence. This has resulted in articles in Surrey Coalition Newsletter and National Autistic Society Newsletter.
- In Q4 we distributed over 2,000 leaflets and posters, including the updated NHS Advocacy leaflet and poster.

Campaign led communications campaigns

- January - GPs/Hospital Discharge
- February - Mental Health
- March - Mental Health/Hospital Discharge

Coming up in Quarter 4:

- New Campaign led communications campaigns:
 - April - Hospital Discharge
 - May - Care Homes
 - June - Mental Health
 - Campaign planning for 2018/19

Thematic priorities

An update on our project work is included in the Activity and Outcomes quarterly report. We have met our target of 12 outputs related to thematic priorities.

Building our use of volunteers

We have recorded 402 volunteer hours this quarter. This gives an overall total for the year of 1,712 against a target of 1250.

We have recruited one new volunteer - John Hughes from Milford who is going to be helping set up the Guildford and Waverley volunteer group.

We have 3 other expressions of interest and our Volunteer Officer will be meeting with each of them in April.

No volunteers have left us this quarter.

Some of the activities our Volunteers took part in in this quarter:

- Care Homes project work: volunteers have been involved in all aspect of this project from initial planning to carrying out visits - during January and February, a team of 9 volunteers with staff have undertaken 20 Enter & View visits to care homes to find out people's experiences of mealtimes. They have also been involved in reviewing the report and have provided good feedback to enable us to learn some valuable lessons which can be applied to future project work.
- Mental Health Drop Ins: three volunteers helped us to conduct five mental Health drop-in sessions collecting feedback from a number of adult mental health service users.
- Our volunteer Liz Sawyer represents HWSY on the Patient Working Group (Sexual Health) Within this role she has opened communication channels that have enabled HWSY to become a conduit for patients who can come to HWSY to feedback about the new Sexual Health services, this has enabled us to influence change by feeding this directly to the new provider.
- 5 volunteers have offered to help at Royal Surrey County Hospital, St Peters Hospital, Dorking and New Epsom and Ewell Community Hospital (NEECH) PLACE Assessments

Progress against strategy on local teams:

Our Surrey Heath volunteer group is gaining strength and now having regular monthly meetings, their main focus currently is PPGs, planning engagement and planning outreach visits. We are now making steps to develop HWSY volunteer group in Guildford & Waverley. We have meet with a potential Chair and the next step is to invite all volunteers living in Guildford and Waverley to a set-up meeting. Invites will be sent out in April.

As a social enterprise we have secured a growing and sustainable future

We have continued to work with Surrey Heartlands STP on our project to recruit and support Citizen Engagement Ambassadors for the key workstreams of the STP. All Ambassadors are not in post and receiving training and have met with their Programme Leads.

Other

We have carried out a re-tender exercise for the Independent Health Advocacy Service and awarded the contract to SILC and have been working with them on the transfer.

We have renewed SLAs with our Helpdesk and Citizens Advice partners.

We have been actively pursuing our investigation of accommodation options and have almost secured our new offices.

Our update of all Healthwatch Surrey policies is complete. We are in the process of reviewing the Information governance/data protection in the run up to GDPR. We have also been reviewing the way we obtain and record consents as people share their experiences with us via our various channels of engagement.

Finances

Healthwatch Surrey CIC – Budget and Expenditure April 2017 to March 2018

	Mid year	Budget to	Actual to	Variance	Balance
	Re forecast	Mar-18	Mar-18	Mar-18	Mar-18
Staffing Costs	£310,176	£310,176	£303,889	£6,287	£6,287
Direct Delivery Costs	£99,950	£99,950	£59,941	£40,009	£40,009
CIC Costs	£10,000	£10,000	£9,143	£857	£857
Citizens Advice Bureau	£46,470	£46,470	£46,470	£0	£0
SDDP	£94,044	£94,044	£94,044	£0	£0
SILC	£37,545	£37,545	£37,545	£0	£0
	£598,185	£598,185	£551,032	£47,153	£47,153