

## Healthwatch Surrey work plan 2017/8

This work-plan has been driven by our vision statements:

- **Healthwatch Surrey is the respected, trusted and credible champion of the consumer for health and social care in Surrey.**

We will:

- Continue to prioritise constructive relationships with commissioners, feed back what we've heard on a regular basis and seek outcomes.
- Have effective escalation routes for sharing cases of concern with service providers.
- Continue to build the way we collect and handle experiences from the public, and share this in an influential way that leads to changes.

- **Healthwatch Surrey's role, function and services are known, understood and valued by consumers and therefore they readily contact us.**

We will:

- Have an increased emphasis on awareness-raising across all our core functions.
- Continue to seek varied and accessible outputs for our work so that we maximise reach, awareness and understanding.
- Ensure we collect feedback on our Helpdesk and via Independent Health Complaints Advocacy to enable us to better assess value.

- **Our influencing is based on sound evidence, knowledge and insight.**

We will:

- Develop and implement a plan to engage with people in a way that maximises use of our limited resources and ensures equal opportunity to have voices heard.
- Increase the number of experiences we gather, and ensure we have a range of ways that people can share their experiences with us, including through our partner organisations and through the Community Cash Fund.
- Set clear priorities for our thematic work based on transparent criteria.

- Build our volunteer base to help with our work.
- Capture, store and analyse our evidence in a safe, efficient and effective manner.
- Ensure that our evidence is used in an influential manner.

• **As a social enterprise we have secured a growing and sustainable future.**

- We will secure additional sources of income by offering services that are complementary to those of our main Healthwatch contract.

## How we will deliver on these vision statements

- **Healthwatch Surrey is the respected, trusted and credible champion of the consumer for health and social care in Surrey**

### *To do this we need to*

- ✓ *Build good relationships*
- ✓ *Feed our evidence back effectively to the system and seek outcomes*
- ✓ *Demonstrate our effectiveness*

### We will:

- Continue with regular What We've Heard meetings with commissioners. With CCGs our aim is to meet quarterly.
- Ensure we give sufficient priority to social care commissioners – review our coverage in this area.
- Continue regular quarterly meetings with CQC.
- Embed and communicate our strategy for how we will work with providers and in particular ensure we have effective routes in for escalation of concerns and seeking outcomes.
- Develop capacity to get involved with Patient Experience Monitoring Committees at the Trusts (by use of volunteers).
- Continue the work of the Escalations Panel which will meet monthly to guide our approach to issues of concern.
- Ensure all escalations procedures are in place and that we have relationships with providers that we need to achieve outcomes.
- Review our approach to What We've Heard meetings (seeking outcomes) to ensure we remain effective and build on learnings.
- Pilot dedicated hospital insight reports and implement across the CCGs if successful.
- Build on the findings in the Reflective review 2017 to broaden our relationships and therefore our influence.
- Review our attendance on key boards, committees and meetings to ensure we have the right people in the right place at the right time.
- Continue to work cooperatively with other local Healthwatch and to build more relationships.
- Build relationships with complaints managers of health and social care providers in Surrey.
- Explore how we can make use of our watchdog powers and become more vocal/critical when required to increase our influence.
- Continue to publish our outcomes on a quarterly basis and work to make this as impactful as possible so it reaches a wider audience.

### **How will we know that we are doing a good job?**

#### We will:

1. Receive a minimum 25% increase in number of responses to our reflective review at the end of the year.
2. See an improvement in performance on relevant questions around perceptions of respect, trust and credibility in annual reflective review: increase in numbers rating core services as excellent or good; increase in number strongly agreeing or agreeing that HWSy is effective in encouraging commissioners and providers to value the involvement of local people Q17; increase in number saying significant or some influence in 6 areas of influence and impact.
3. Monitor, report on and achieve high levels of satisfaction amongst those who use our services.
4. Meet quarterly with CQC, have evidence to share and achieve demonstrable outcomes.
5. By end of year to be meeting with all CCGs on a quarterly basis, produce reports of our evidence to support these meetings and have sufficient experiences to support this. Have outcomes to demonstrate effectiveness.
6. Demonstrate that we have effective escalation routes for cases raised by the Escalations Panel and outcomes as a result.
7. Continue to capture outcomes across our work, report on these quarterly, and track these across the year.

**● Healthwatch Surrey's role, function and services are known, understood and valued by consumers and therefore they readily contact us.**

***To do this we need to:***

- ✓ *Improve awareness amongst general public and ensure that it is easy to contact us*
- ✓ *Improve awareness amongst stakeholders in a targeted manner*

**We will:**

- Continue with our campaign-led communications strategy until October 2017, ensuring monthly monitoring to allow a post campaign review after 1 year.
- Based on the reflective review review we will develop a detailed awareness strategy defining awareness raising initiatives for both Public & Stakeholders. This will be to raise overall awareness of HWSY and what we do how to contact us. This will sit above the communications strategy which communicates the thematic priority work.
- Ensure our outcomes and case studies are effectively communicated and integrated into all our communication initiatives, to highlight the impact we make.
- Ensure consistent look and feel across all HWSy output and ensure our output is accessible.
- Implement and carry out post-campaign evaluation of the Eagle radio campaign.
- Achieve increased HWSy literature distribution through the awareness raising strategy.
- Continue campaign-led communications strategy, with review to take place in November.
- Develop and implement a targeted social media strategy which leads to online engagement from users.
- Implement new media plan leading to increased media exposure in defined media channels.
- Launch our new website

## How will we know that we are doing a good job?

8. We will see increased awareness amongst the general public demonstrated by more people contacting us. We will achieve a 30% increase in web/social media traffic and a 25% increase in calls/emails to our helpdesk/enquiries.
9. We will see improved awareness amongst stakeholders measured by the 17/18 HWSy reflective review.

## ● **Our influencing is based on sound evidence, knowledge and insight.**

*To do this we need to:*

- ✓ *Set clear priorities and stick to them*
- ✓ *Have an engagement strategy to guide our work*
- ✓ *Ensure our evidence is stored safely and we are able to analyse and report on it to good effect*

We will:

- Continue to engage according to a clear strategy (see Appendix 1 – to follow).
- Implement our new Feedback Centre and continue to improve our reporting back to commissioners and CQC.
- Crystallise our vision of Healthwatch Surrey's approach to evidence, where we are special and can add value and develop a shared strong belief in the power of our insight.
- Continue to build on the success of the Escalations Panel.
- Implement our revised strategy for VCFS relationships.
- Now that our definition of a "useable experience" is firmly embedded we will increase the number we collect from the people of Surrey to build our evidence base.
- Focus the majority of our engagement work around our thematic priorities, but also engage without an agenda with communities within each CCG area based on a strategic approach.
- Undertake targeted engagement as directed by the Escalations Panel in order to build evidence around areas of potential concern.
- Seek out the views of a particular disadvantaged community each quarter.
- Have a new Feedback Centre to store our experiences and develop our ability to analyse, spot themes and report back in order to have influence.
- Seek ways to gather experiences in a more efficient manner.
- Revise our strategy for our approach to the voluntary, Community and Faith sector in order to further amplify the voices of those who are at risk of health inequalities or poor health outcomes, or may be less likely to have their voices heard.
- Build our volunteer base to assist with this work.

## **How will we know that we are doing a good job?**

### **We will:**

10. Achieve an increase in the number of experiences gathered outside of projects (from 2,693)
11. Gather 100 experiences using a new more efficient method of engagement
12. Deliver 12 outputs and outcomes achieved related to thematic priorities
13. Achieve improvements in perceptions of stakeholders on our engagement, evidence, insight and influence according to reflective audit
14. Capture 50 experiences through Community Cash Fund and receive positive feedback from attendees at CCF Celebration event.
15. Have evidence that our volunteers report that being part of our project work is a good experience

## **Building our use of volunteers**

*To do this we need to*

- ✓ *Have a clear strategy and implement it*

### **We will:**

- Implement our new volunteer strategy and review in October 2017.

## **How will we know if we are doing a good job?**

### **We will:**

16. Have one volunteer local team up and running and evaluation complete by October 2017.
17. Assuming first local team is successful we will have two volunteer local teams up and running by end of year.
18. By the end of the year we will have developed and implemented a clear induction and training programme.
19. Increase the number of volunteers making sure they are only in roles that meet the needs of Healthwatch Surrey and the volunteer. We will increase the total number of hours they are volunteering to 1250 hours a year.
20. Implement proper support and management of all volunteers and recognition and rewards in order to retain existing and new volunteers.
21. Collect feedback from volunteers and we will receive positive feedback on their experience of volunteering with HWSy.

- **As a social enterprise we have secured a growing and sustainable future.**

*To do this we need to:*

- ✓ *Develop a strategy*
- ✓ *Build our ability to pitch and tender for work*
- ✓ *Ensure we have the relationships in place*

**How will we know that we are doing a good job?**

**We will:**

22. Secure agreement from SCC to extend our contract from end March 2018.
23. Have a clear pitch for our offer, and staff team and board will be familiar with this and will be encouraged to take all opportunities to open discussions with potential clients.
24. New business opportunities to be discussed as a standing item in staff team monthly meetings.
25. Bring in a minimum of £25,000 in new income turnover this year, to fill the 5% reduction in our income from SCC.
26. Develop a longer-term strategy for more ambitious income generation by end of Q3.

**Other**

27. We will ensure we have staff appraisal, development and training plans in place across the staff team and for our volunteers.
28. We will continue to seek out new accommodation.
29. We will review all policies and have a timetable for updating as necessary.
30. We will review HWSy Board development.