

TELFORD & WREKIN COUNCIL HEALTH & WELLBEING BOARD

24th SEPTEMBER 2014

HEALTHWATCH TELFORD AND WREKIN ANNUAL REPORT

REPORT OF KATE BALLINGER: MANAGER: HEALTHWATCH TELFORD AND WREKIN

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

The report provides an overview of the work undertaken by Healthwatch Telford and Wrekin in its first year.

2. RECOMMENDATIONS

The Board is invited to receive and note this report and the full annual report attached.

2. IMPACT OF ACTION

- To keep the Health and Wellbeing Board informed of the progress of Healthwatch Telford and Wrekin
- Increase public awareness of Healthwatch Telford and Wrekin
- Increase public involvement in decision making in Health and Social Care in the borough.

4. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to a specific HWB Priority	
	Yes	<i>All</i>
	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	<i>All</i>
	Will the proposals impact on specific groups of people?	
	No	<i>N/A</i>
TARGET COMPLETION/DELIVERY DATE	<i>N/A</i>	
FINANCIAL/VALUE FOR MONEY IMPACT	No	<i>None</i>
LEGAL ISSUES	No	<i>None</i>
EQUALITY & DIVERSITY	No	<i>None</i>
IMPACT ON SPECIFIC WARDS	No	<i>Borough wide impact</i>
PATIENTS & PUBLIC ENGAGEMENT	Yes	<i>Range of events throughout the year</i>
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	<i>None</i>

PART B) – ADDITIONAL INFORMATION

1. INFORMATION

The annual report of Healthwatch Telford and Wrekin shows the development of the organisation from its commencement in April 2013 to March 2014 and details key activities and core support given to the local community within the Borough.

During the year there were several elements which have developed the service provided, these include:

- Recruitment of Healthwatch Board
- Recruitment of volunteers
- Establishment of Enter & View policy and training programme for volunteers
- Increasing awareness of Healthwatch among the public and professionals

The annual report (see attached) was written to guidelines produced by Healthwatch England and has been distributed in accordance with their instructions

Update on Healthwatch Activity April – August 2014

Since production of the annual report, Healthwatch Telford and Wrekin have:

- Completed Enter & View training for 9 Authorised Representatives
- Carried out 6 Enter & View visits to Social, Primary and Secondary Care providers and gathered patient and carer feedback on service provision. The first of these reports will be published with the papers for the October Healthwatch Telford and Wrekin Board meeting.
- Engaged with 1952 members of the public at events across the borough
- Contributed to both Future Fit and Better Care Fund work programmes, and ensured that the public events in the borough have been proportionate to population size
- Escalated 4 public concerns – 2 to Adult Safeguarding, 1 to National Health Service England local area team and 1 to Healthwatch England
- Published a report into Phlebotomy services in the borough which is being integrated into a review by both Clinical Commissioning Groups of phlebotomy services across Shropshire/Telford & Wrekin
- Taken part in the Review of the Modernisation of Mental Health Services

Healthwatch Telford and Wrekin are currently developing projects in CAMHS and Autism, Mental Health Services, Sexual Health Service uptake in young people, and in collaboration with other local Healthwatch, access to GP

appointments. We will report back to the Health and Wellbeing Board upon completion of the projects.

2. BACKGROUND PAPERS

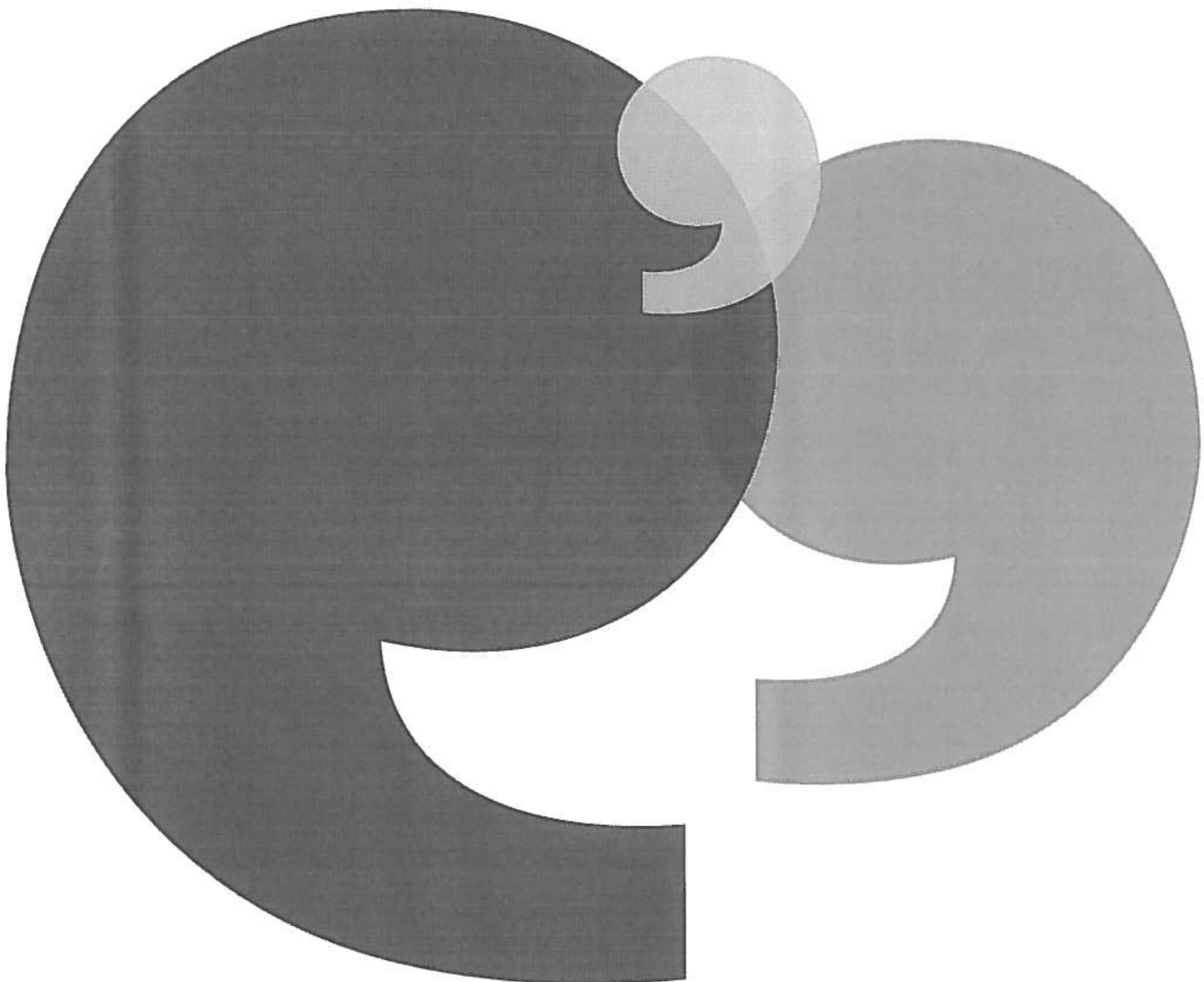
Healthwatch England annual report guidelines

Healthwatch Telford & Wrekin Annual Report 2013 – 14 (see attached)

Report prepared by Kate Ballinger, Manager: Healthwatch Telford and Wrekin, Telephone: 01952 739540



Healthwatch Telford and Wrekin
Annual Report 2013/14



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PARKWOOD
HEALTHCARE

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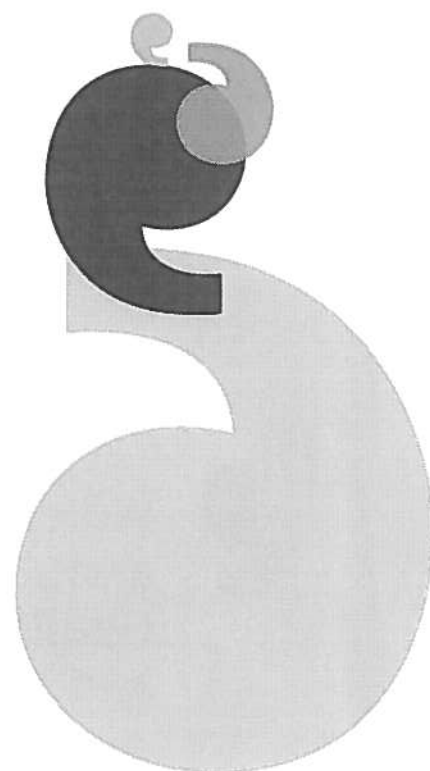
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Foreword from our chairs



Welcome to the first annual report of Healthwatch Telford and Wrekin.

This document provides an account of the development in our first year for our statutory partners, for our partners and providers in the National Health Service and local government, and for the local voluntary and community sector and “network of networks”.

This report is also for our diverse and growing community in Telford and Wrekin, including all who use the wide variety of local health and social care services.

Healthwatch Telford and Wrekin was established in April 2013 in partnership with Telford & Wrekin Council and Parkwood Healthcare Ltd, and replaces the former Telford and Wrekin LINK service. Healthwatch is part of a series of significant reforms in the way local health services are delivered.

“Under the health and care reforms, local authorities will be given greater responsibility for improving the quality of health and social care outcomes at a local level. One way of achieving this is through the better integration of local health and care services. Health and Wellbeing Boards and local Healthwatch both have a key part to play in delivering this outcome.”

The introduction of Healthwatch by the Health and Social Care Bill 2011





Healthwatch organisations have been introduced to give local people greater influence over their health and social care services, and to support individuals to access information about the increased choices available to them under the reforms.

Local experience shows that people don't always know who they can tell about their experiences, their concerns, or their compliments, nor do they know what difference it will make if they do speak up. It isn't always clear where people can get help if they can't find information, or if they need to make a complaint. There is a wide variety of voluntary as well as statutory organisations that help people, but finding them, and using their services, can sometimes be difficult and confusing.

Healthwatch Telford and Wrekin provides local people with a single point of contact. We put people in touch with the right advocacy organisations or help

them find information about the choices they have. We support people to speak out and can give those who want to be involved the opportunity to do so.


Healthwatch Telford and Wrekin is a developing, learning, and listening organisation - its roles include information and advice, signposting, patient and community engagement, Enter & View, intelligence, trends and evidence, representing and influencing. Healthwatch exercises certain statutory powers such as Enter & View. We are community-based and aim to make a real difference in the quality and local delivery of health and social care services.

Jane Chaplin, David Bell

Joint chairs, Healthwatch Telford and Wrekin



Foreword from Richard Overton



NHS services seem to be constantly under review. Demand for services is increasing due to an ageing population and changing lifestyle trends, and this is putting pressure on services at the same time as local authority budgets are being dramatically reduced.

Most of us experience excellent NHS and social care, but people might be worried about how services are changing and do have concerns about their or their families care.

That's why Healthwatch Telford and Wrekin has such a vital role. It's an independent voice of the community, listening to all your views and experiences, good or bad, and using them to challenge those in charge and helping to shape future services.



“They’re an independent voice of the community”

Richard Overton, Health and Wellbeing Board chair

Our mission and values

We strive to be...

inclusive focussed challenging
caring listening independent
representative

Our mission:

“To make health and social care services in Telford & Wrekin as good as they can be...

...by holding public engagement events.”

...by informing people where to go for help.”

...by sharing the views of the public in Telford and Wrekin with decision makers to drive change.”

...by keeping the people of Telford and Wrekin at the heart of decision making.”

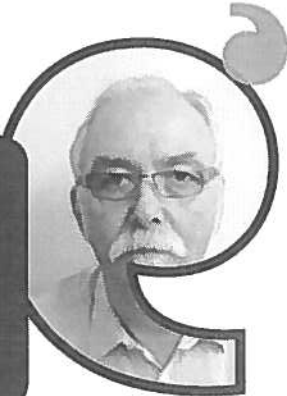
...by reacting to concerns raised by the public in Telford and Wrekin.”

...by making informed and evidence-based judgements about the quality of local services.”

Our roles: explained

Given the amount of change that both health and social care services are going through at the moment, our role becomes increasingly important.

Martyn Withnall Director, Healthwatch Telford and Wrekin



Signposting

Signposting is an essential part of the service provided by Healthwatch Telford and Wrekin. Our staff and volunteers are trained to listen carefully to the issues brought to us and use their knowledge and experience to direct people to the most appropriate service.

We work with a range of local voluntary and statutory organisations to ensure that the information we have is up to date and relevant.

Patient & community engagement

We hold regular engagement events throughout the year and are continually looking for ways to engage with hard-to-reach communities across Telford and Wrekin. We use these events to raise the profile of Healthwatch and to gather information about specific issues where appropriate; we share our programme of events widely, and we invite other organisations to accompany us where appropriate.

Influence & making a difference

Healthwatch Telford and Wrekin uses the information gathered from local people to influence decision makers. We are able to give a voice to seldom heard groups and individuals in discussions about services that affect them.

Representation

We are asked to represent the public of Telford and Wrekin in a number of meetings throughout the local area. These include:

- Maternity Service User Group
- Better Care Fund Programme Board
- Future Fit Programme Board
- Carers Partnership Board
- Local Health Economy Steering Group for Dementia
- Dementia Providers Forum
- Future Fit Officer Group
- SaTH Meeting
- Healthwatch Shropshire
- Joint Health Overview Scrutiny Committee
- Scrutiny Committee
- Health Roundtable
- Adult Safeguarding Board Engagement Workgroup
- Pharmaceutical Needs Assessment T&W Working Group
- Health & Wellbeing Board
- CQC LA liaison Meeting
- Quality Surveillance Group
- PALS network Meeting
- Urgent Care Transformation Board
- Local health Economy Engagement Network
- Winterbourne View Review Meeting
- Primary Care Joint Commissioning Board (NHS local area team)



Looking forward to Enter & View and putting all my training into practice.

Janet O'Loughlin Healthwatch Champion

Enter & View

Enter & View is a vital part of the work carried out by trained authorised representatives of Healthwatch Telford and Wrekin.

Our authorised representatives go into health and social care services to speak to patients, service users, their families, and their carers about their experiences, and produce reports with recommendations for service providers and commissioners.

We can use our statutory power to 'Enter & View' any publically funded health or social care premises, with the exception of children's social care facilities.

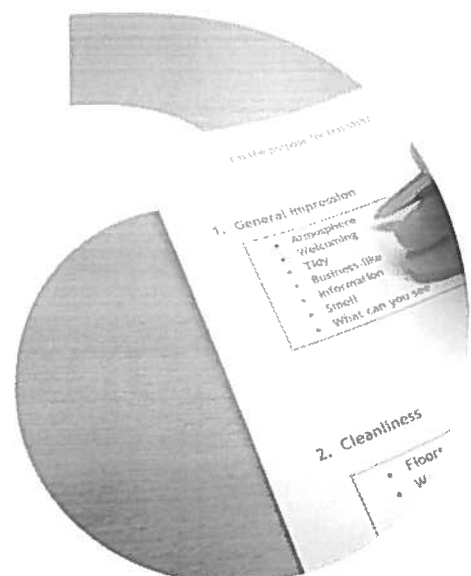
Our work in this area is planned by an Enter & View committee which includes four volunteer authorised representatives. We are currently working on planned Enter & View activity, looking at Dignity and Respect in dementia facilities, alongside more reactive visits which stem from concerns raised by members of the public, commissioners, and service providers.

Gathering intelligence & trends

One of the primary objectives of Healthwatch is to identify areas of public concern before they escalate into serious incidents.

To do this, we have a specialised database where all the information received by Healthwatch Telford and Wrekin is recorded, together with key issues from meetings attended and publically available information relating to the local area.

We are able to interrogate the database to identify the most common areas of concern, and the board uses this to prioritise the work areas of Healthwatch Telford and Wrekin.





First year milestones

Establishing Healthwatch

Since 1st April 2013, Parkwood Healthcare has provided support services to Healthwatch Telford and Wrekin, thereby allowing it to conduct its work as an independent champion of health and social care. Parkwood Healthcare has extensive experience managing Healthwatch organisations and currently provides support services to six Healthwatch contracts across the country.

Mark Lambourne Operations Manager, Parkwood Healthcare

The HWTW staff team consists of:

Kate Ballinger, who was the first patient representative on the Telford & Wrekin Clinical Commissioning Group.

Cat Pert, who has been involved in community engagement within Telford for four years.

Matt Lever, who joined following a career specialising in media and communications.

Chris Hancock, who originally took on administrative duties but is increasingly involved with community engagement.

Like many other Healthwatch organisations, our first year of operation has been challenging, with a significant amount of resources spent on:

- Intensive outreach to get the name of Healthwatch out into the community
- Continual review of the operating methods to ensure that we accurately measure what we achieve
- Establishing the governance structure and policies

One of the best examples of where HWTW has had a positive impact on care provision has been the development of a comprehensive report on the provision of phlebotomy services in Telford, which will assist the CCG in understanding the concerns surrounding the provision of the service, based on patient feedback that has been obtained through the Healthwatch network.

This intricate report has indicated just how powerful Healthwatch can be, and is a clear

demonstration of the effectiveness of Healthwatch Telford and Wrekin.

Our relationship with Telford & Wrekin Council

Healthwatch Telford and Wrekin has a formal, legal relationship with Telford & Wrekin Council because the council is responsible for commissioning and managing the Local Healthwatch contract.

Beyond this, we are developing relationships both at governance and operational levels to provide mutual support in relation to carrying out our functions as an authoritative and representative voice of health and social care users and the public.

The council recognises the important role played by Healthwatch Telford and Wrekin in ensuring more local people are involved in giving feedback which supports the planning and running of health care services, in line with its 'Co-operative Council' approach.

Launch event



Healthwatch Telford and Wrekin officially launched at The Place, Oakengates on 24th October 2013.

More than 120 people attended from the public, voluntary sector, statutory bodies and providers, and were invited to browse market stalls from other voluntary sector organisations during “down time” in the programme.

Following addresses from Dag Saunders, former Chair of Healthwatch Telford and Wrekin, and Susan Robinson, Development Manager for Healthwatch England, the audience was shown the launch video; a collection of interviews with Healthwatch volunteers and staff, the Clinical Commissioning Group, Telford and Wrekin Council, and Shropshire Community Health (representing providers in the borough).

The audience was treated to a performance of *The Stolen Heart* by Kaleidoscope. This was the highlight of the morning for many of the audience, who found the performance thought provoking and a fantastic forerunner to the table top discussion about what the most important health and social care issues are for the people of Telford and Wrekin.

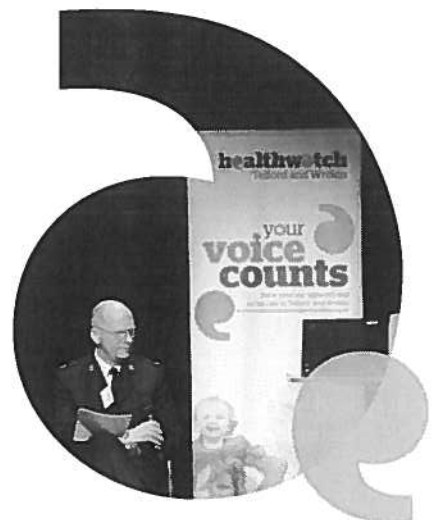
The morning concluded with an onstage discussion between Dr Mike Innes, Chair of Telford and Wrekin Clinical Commissioning Group, Councillors Arnold England and Richard Overton, and the KIP project, represented by Major Julian Rowley.

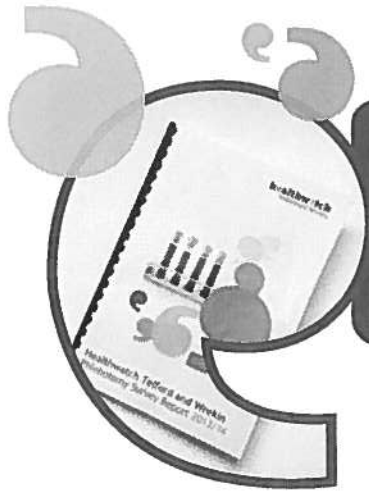
“Service users etc. should be involved in re-inventing services”

“The sense of commitment from Healthwatch to get out and meet people to listen to their point of view”

“Useful comments - good understanding of how Healthwatch is going to work. Enjoyed the open mike session”

Quotes from launch attendees





“I get used to waiting... Sometimes it's hours.”

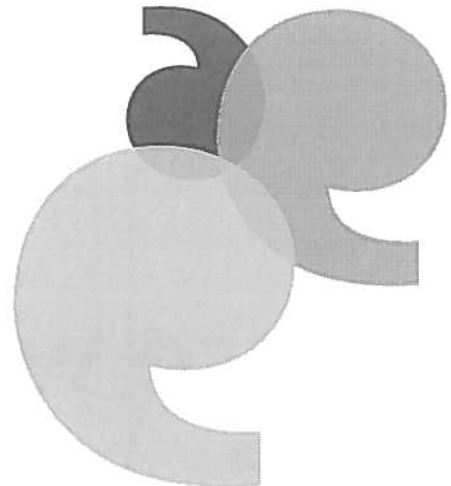
One of the comments that inspired the survey

Our first project - phlebotomy services

Following concerns raised by members of the Diabetes UK group at Princess Royal Hospital, Healthwatch Telford and Wrekin carried out a survey to establish patient experience of phlebotomy services both at the hospital and at their GP practice.

We received more than 130 responses from the public and simultaneously completed a survey at each of the GP surgeries in Telford and Wrekin.

The results of this work are currently being discussed with both the hospital and the Clinical Commissioning Group and it is hoped that by putting patient experience at the centre of commissioning decisions, the service in Telford and Wrekin will improve.





Where we have influenced change



I had wonderful care throughout pregnancy, labour and after my baby was born. I was able to spend a few days recuperating at the Wrekin Maternity Unit after leaving Shrewsbury and received great support from all the staff.

Service user quote from the Maternity Services Review

Maternity Services Review

Healthwatch Telford and Wrekin was invited to sit on the programme board for the Maternity Services Review in June 2013. Together with Healthwatch Shropshire, we ensured that patients were at the heart of the review.

HWTW took an active role in the Service User Engagement workstream, offering an independent space for people to voice their experiences. This was particularly useful when speaking to a group of new mums in Woodside, where HWTW was able to gather additional service user comments which may otherwise have been lost.

HWTW continues to monitor the progress of recommendations made in the report which is available at:

<http://www.telfordccg.nhs.uk/search/Text%20Content/maternity-services-review-1913>

New Options

One of the first invitations HWTW received was from a group of parent carers of adults with learning disabilities, who were concerned about the provision of respite care in Telford and Wrekin following the closure of Lee Court.

After raising these concerns with commissioners, HWTW was invited to take part in a broad consultation about in-house services provided by Telford & Wrekin Council. The "New Options" consultation

involved service users, family and carers, and shared lives carers in different events across Telford. HWTW was able to listen to a wide variety of concerns, including those originally raised by the parent carers we spoke to in May and increased our awareness of the services available and the needs of this community.

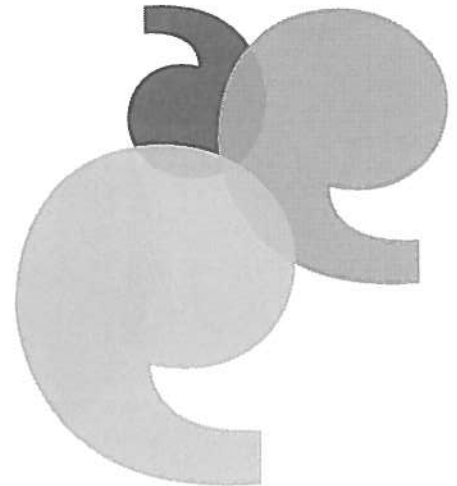
Healthwatch again provided an independent space for individuals to voice their experiences, and established ongoing relationships with some of the most vulnerable members of the local population.

Call to Action

Telford & Wrekin CCG joined forces with Shropshire CCG to hold a Call to Action Conference in November 2013.

Healthwatch Telford and Wrekin were involved in the pre-publicity for the event. We raised awareness of the event through social media, our newsletter, and website. The event was attended by more than 250 people from across Shropshire/Telford & Wrekin.

It was disappointing that the public numbered only 36 on the day, but HWTW, through staff and directors, was able to take part in table top discussions and raise issues communicated to us by the public of Telford and Wrekin.



NHS FutureFit

First the Call to Action, then the Clinical Services Review, then the Excellent and Sustainable Acute and Community Hospital Services Programme Board, and now FutureFit.

HWTW has a seat on the programme board, the engagement and communications work stream, the assurance panel and several of the clinical work streams. This is a major project in the local area and it is essential that the voice of people in Telford and Wrekin is heard. HWTW has been able to increase the opportunity for Telford residents to take part by not only increasing the number of public meetings held in the borough, but also by suggesting the use of teleconferencing to allow meetings to be held in different locations simultaneously.

HWTW continues to champion the use of plain English in communications from FutureFit to the public.

Blue Butterfly Scheme

Following an initial discussion at the Local Health Economy Steering Group for Dementia, HWTW was able to use the Healthwatch network to research the use of symbols to identify patients with dementia across the country. The information we received was presented to the group and was part of the decision to recommend the adoption of the scheme locally.

This has been progressed throughout the health economy and was recently launched in Shrewsbury and Telford Hospital Trust.

Healthwatch Telford and Wrekin would like to congratulate the Trust on their recent third prize for Innovation in Dementia Care by the Royal College of Nursing (RCN).

HWTW has planned a series of Enter & View visits throughout the area to explore Dignity and Respect in Dementia Care, and reports will be available on our website.

Working Together

Healthwatch Telford and Wrekin was involved in the T&W Working Together event at The Place, Oakengates in September 2013. We worked with commissioners and other voluntary sector organisations over the summer and used social media and our website to promote the event.

Winterbourne View

HWTW was invited to join the Winterbourne View Programme Board in summer 2013. We provided an independent, safe space for individuals to raise concerns at the "Getting it Right" event in February 2014, and continue to encourage adults with learning disabilities, their families and carers to raise concerns with Healthwatch.



Gathering the views of local people

Community Engagement

We aim to include the local community in our work and proactively create opportunities for everyone to engage and participate.

Tanya Love Equality and Diversity Champion



Since Healthwatch Telford and Wrekin was launched, the priority has always been meeting patients, service users and carers face-to-face to find out how services are meeting people's needs across Telford and Wrekin. Over the year we have worked hard to ensure that people from all different backgrounds have the opportunity to have their say and be heard. This vital work is underpinned by a number of core values such as being widely recognised, inclusive, visible, collaborative, and independent.

Since April, HWTW has carried out 356 engagement activities that have been supported by a mix of staff and volunteers.

These activities consisted of:

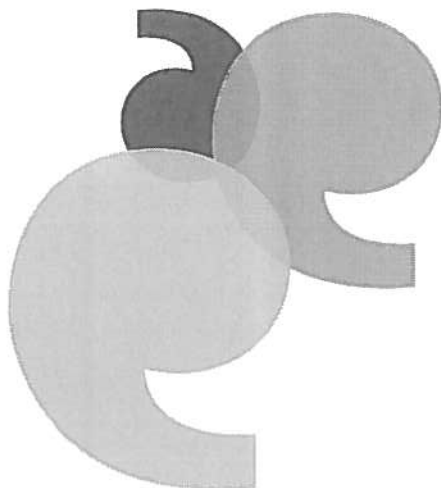
- 38 events where we have directly engaged with patients through face-to-face contact around the county
- 103 volunteer meetings and training events to build our volunteer workforce and create sustainability
- 66 introductions and presentations to other organisations on Healthwatch and the role it has, enabling greater awareness and giving organisations the opportunity to sign-post patients to us
- 149 instances where we have represented patients, service users and carers at formal meetings and forums

HWTW has used a wide range of engagement methods to demonstrate our understanding and commitment to equality and diversity issues at all times. We have maintained from the outset that we are an independent 'safe space' that is accessible to anyone who wants to come and talk to us, and one of the ways that we have shown this is by having specific easy read versions of our literature. We also have an 'Equality and Diversity Champion' who has spent a lot of time working with us to ensure that our physical and online forms are as accessible as possible for everyone.

Part of our engagement strategy is to become a 'friendly face' within the community and we have done this by developing an ongoing presence at key sites at regular intervals throughout the year, so the Healthwatch brand is instantly recognisable to the public.

These sites are:

- Telford Town Centre (where we have a quarterly stall)
- Princess Royal Hospital Friends cafe (where we have a stall on the first Friday of every month)
- Asda Donnington Wood or Asda Telford town centre (we alternate with monthly stalls)



Through this work, we are able to talk to a range of people from the 'working well' (people who may not use NHS services currently) to people who have long term conditions, and have ongoing interactions with services.

Our office is centrally located and we encourage people to 'drop in'. We carry out our engagement activities on evenings and weekends - as well as during office hours - to be as accessible as possible.

To build up a full picture of service provision we talk to patients, service users, families, carers and staff to gather intelligence and people's experiences. We also signpost anyone who asks for further information on a service or to help find a service to support them.

Through our work over the last 12 months we have met our main outcome from the community engagement strategy, which was to create:

"Greater patient and public involvement in health, social care and other associated services."

We have done this by:

- Increasing our membership through proactive engagement
- Actively recruiting new volunteers through activities, as well as retaining

- and re-training some of the Telford and Wrekin LINK volunteers
- Holding specific recruitment events for volunteers
- Delivering training sessions to volunteers in order to support the engagement strategy
- Utilising social media to engage with a wider audience
- Ensuring that we go to patients, rather than expecting them to come to us
- Holding mini publicity campaigns through local newspaper and radio, in particular around issues such as phlebotomy services and the new maternity services coming across to the Princess Royal Hospital
- Investing in promotional materials to build up the HWTW branding portfolio which include leaflets and 'give-away' items specifically to use at engagement events
- Building a strong local network through the HWTW membership to raise awareness and promote continual dialogue through the sending out of e-bulletins, newsletters and relevant news articles
- Giving notice of public meetings through local press

Speak out

“Big thank you to all the team of Ward 16 Acute Stroke PRH for all their care, kindness and support.”

“My daughter was fast-tracked through the triage service in the A&E department and it saved her eye. Please pass on the praise to the A&E nursing staff.”

Just two of the many comments we've received from service users via our Speak Out forms

Getting people to talk about the quality of care they have received is what we're all about. We need to know what the public think and feel about health and social care services if we are to represent their interests at the various meetings we attend, and it's the evidence we need to decide where our authorised representatives should conduct an Enter & View visit.

While we are constantly listening out for people's thoughts and experiences wherever we go, we have two key methods of gathering them: the Speak Out section on our website, and the similarly-titled forms we designed and produced in September 2013.

The forms are particularly valuable. We take them with us to all of our engagement events, various organisations have kindly offered to hand them out for us, our volunteers distribute them to people they know, and we have made efforts to have them provided for patients at GP surgeries and other health and social care premises.

The net result of these efforts has been 49 completed forms handed back to us, each one telling stories of good and not-so-good experiences. An additional 19 Speak Outs were sent to us through the website.

But we don't stop with just Speak Out forms and website submissions. We proactively trawl the Internet, visiting such websites as Patient Opinions and NHS Choices to see what people

are saying about local services there, and we note down your thoughts whenever they are expressed to us in person.

All of these thoughts, opinions, stories, and experiences are entered into our database - in our first year of operation, we recorded 362 individual issues from members of the public.

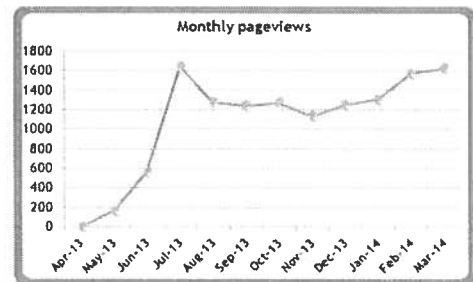
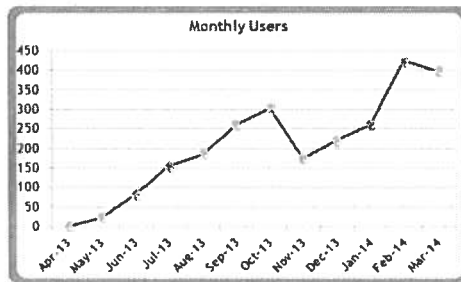
Database

Healthwatch Telford and Wrekin uses the bespoke Healthwatch Database, developed and maintained by Parkwood Healthcare Ltd.

Installed in August 2013, the Healthwatch Database is an essential tool that hosts all of the information we need to do our work. It's tailor-made for Healthwatch use; built around the coding matrix supplied by Healthwatch England, it allows us to effectively classify the issues we receive from members of the public, and then generates reports from those which highlight trends in different services across the region. Secure and robust, it also stores details about our members, as well as keeping track of the content and status of any signposting requests we receive.

Many of the statistics in the annual report were drawn straight from the reporting system of the database, a facility which is also essential for producing the figures for our contract monitoring meetings with Telford & Wrekin Council.

Website and social media



When our website went live on May 22nd 2013, we were visited by just three users, with just 22 page views. Since then, www.healthwatchtelfordandwrekin.org.uk has been visited by over 2,200 people more than 13,000 times. With the successful implementation of the newer, fresher design at the end of December, these figures have continued to grow steadily.

The site offers people a variety of ways to get in touch with us, not limited to just the Contact Us page. Our Speak Out page is a quick and easy way to submit views on health and social care services to us, and it was visited 375 times. Meanwhile our Get Involved page is the simplest way for tech-savvy people to express their interest in volunteering with us, and some of our most valued volunteers were first introduced to us that way.

But it's not just about getting in touch with us. Many people were curious to learn about our staff on the Meet the Team page, viewing it more than 680 times, and a similar number wanted to find out about our board directors. Our About Us page, on the other hand, provides an easy-to-digest overview of what Healthwatch Telford and Wrekin does, and it was viewed 777 times.

In addition, our website is one of the most useful tools at our disposal when it comes to supporting our projects. The phlebotomy survey page, as an example, was viewed 422 times - and generated 40 responses, which is

just over 30% of the total responses we had. A good chunk of people who attended our launch event signed up through the website too, and we've used it to help local organisations promote their community events.

We can use the stats from our website to get a feel for what kind of technology is available to the people who are interested in us, too. For example, we now know that roughly 20% of our visitors prefer to view the site on a mobile phone or tablet, instead of on a desktop computer.

Looking ahead, the newly-launched Enter & View hub promises to help expand the value of our web portal even further, and we plan to continue using it to provide interesting content and support our future projects.



I created our Twitter account while at the Healthwatch England conference in 2013. To have gathered more than 500 followers in just 10 months is fantastic and we are keen to expand our use of social media to make sure we are engaging with as many people as possible.

Kate Ballinger Manager, Healthwatch Telford and Wrekin

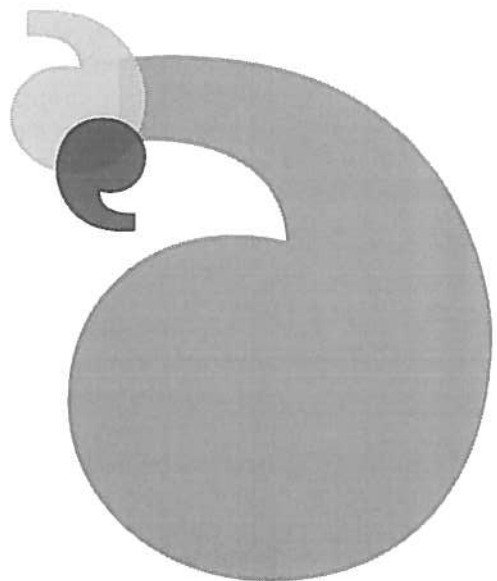
Social media

Social networking platforms have been a key part of our online presence. In our first year on Twitter, we composed 890 tweets and attracted 554 followers. On top of that, we were mentioned 215 times - which could potentially have been seen by over 326 thousand people.

While these statistics are important, the main reason Healthwatch Telford and Wrekin maintains a social networking presence is to offer yet another way for people to talk to us, and in that regard it has worked very well. We've made connections with local organisations, spoken to members of the public on Twitter about their thoughts and experiences, and we've even recruited a couple of volunteers directly through the platform.

It's also been a key driver of traffic to our website, responsible for some 297 referrals - second only to Google searches and direct visits. We've used it to promote our projects and events, as well as share important news with our followers.

As time goes on, we hope to tailor our feed to better engage with the community and reach even more people.





Who are our members?

Board of directors



Our board members provide Healthwatch Telford and Wrekin with strategic direction, deciding what our priorities will be and what projects we should undertake.

All of the members of the board - also known as directors - are volunteers who bring a wealth of knowledge and experience to the team.

The board was formed with 10 members initially, but as the year progressed we had to say goodbye to a number of them. We now have four directors, with two joint chairs taking over from Dag Saunders, our former chair.

Healthwatch Telford and Wrekin would like to say thank you to Dag Saunders, Christine Choudhary, Paul Wallace, Keith Norton, Muriel Fellows and Jeevan Jones for their contributions to the establishment of Healthwatch Telford and Wrekin.

From left to right...

David Bell
Joint chair

Jane Chaplin
Joint chair

Tina Jones
Director

Martyn Withnall
Director

Volunteers and subscribers

Healthwatch has given me my confidence back through training and the support from the staff.

Janet O'Loughlin Healthwatch Champion



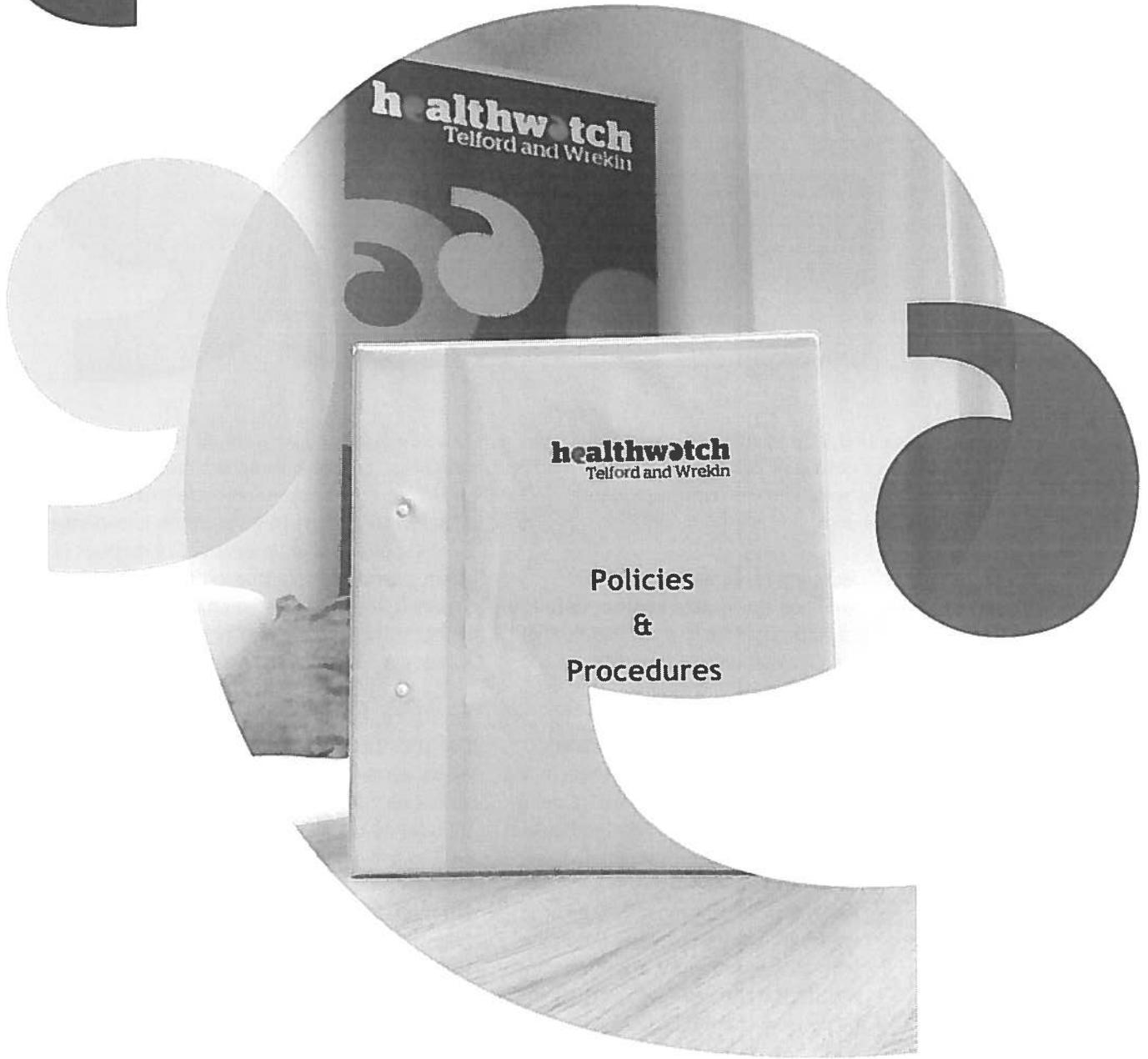
In our first year of operation, we collected the contact details of 292 individuals and organisations who were interested in Healthwatch.

- **Mapping (organisations): 78**
We keep up-to-date contact details of various organisations on file, so that we can keep in touch with them or signpost people to them.
- **Mapping (individuals): 15**
People who have been volunteers, may wish to become volunteers in the future, or simply people we've come into contact with and received details for, are filed under 'mapping'.
- **'Activators': 46**
Activators are our most active volunteers. They regularly help us with all kinds of work, from manning our stalls at engagement events, to being fully-trained Enter & View authorised representatives.
- **'Involvers': 18**
Involvers are our 'occasional volunteers' - they are keen to be a part of Healthwatch and help us when they can, but can't devote as much time as activators due to other commitments.
- **'Investors': 135**
These members receive our newsletter, and may possibly be interested in volunteer work on an *ad hoc* basis in the future.

Our volunteers come from all walks of life and, like the board directors, bring a variety of skills to the table - some are experts at office work, others have in-depth knowledge of NHS policies and procedures. A number of them previously volunteered for Telford and Wrekin LINK and transferred over to HWTW, bringing their previous training and experience along with them.

HWTW couldn't function without volunteers. Our staff team is too small to be everywhere at once, and it's imperative that our volunteers are well-trained, kept busy with interesting work, and that they feel valued. As well as providing a comprehensive and free training programme that is available to all of our members, we hosted an informal Christmas party for our volunteers in December 2013 as a small way of saying "thank you".

To those people who have expressed a desire to receive it, we send a bi-monthly newsletter. This bite-sized publication details our most recent activities and successes, as well as any future events or training programmes that might be of interest. We hope to continue recruiting and training volunteers, and we plan to host another get-together to say "thank you" again at some point in the near future.



Governance



Following its establishment in 2013, a chairperson and board members were recruited to become directors of the company.

Directors were selected with relevant skills and to reflect the community of Telford and Wrekin.

The board has held regular, open and public board meetings together with workshops and away days and other meetings to set the strategic direction of Healthwatch Telford and Wrekin.

The board holds regular contract meetings with Telford & Wrekin Council and with Parkwood Healthcare to ensure its required outcomes are met. The board planned the public launch of Healthwatch in October 2013 at The Place in Oakengates, Telford.

Like all new organisations, the early stages of the development of Healthwatch Telford and Wrekin have been challenging, and the board has recently met with its key stakeholders to review progress and agree its future direction. The board is engaged in a work programme to

establish the organisation as a fully independent entity, working co-operatively with the local authority and all parts of the NHS and social care but with a vigorous, independent voice and to be challenging - basing its views on the evidence from consumers and service users.

In 2015 the board will be responsible for the total management of Healthwatch Telford and Wrekin and its staff team, and for delivering on its priorities agreed with its stakeholders and all sections of the community in Telford and Wrekin.

The board will be strengthening its membership and focussing on its key roles to work with partners to provide information and advice, patient and community engagement, Enter & View visits, and to bring community views and concerns to main providers and to those making key decisions on the shape and quality of future health and social care in Telford and Wrekin, Shropshire and beyond.

Policies and procedures

Healthwatch Telford and Wrekin has agreed the following policies, copies of which are available from the office and online:

- **Advocacy**
- **Charging Guidelines**
- **Code of Conduct**
- **Complaints**
- **Conflict of Interest**
- **Data Protection**
- **Database**
- **Decision Making**
- **Enter and View**
- **Equality and Diversity**
- **Escalation**
- **Freedom of Information**
- **Information Governance**
- **Lone Working**
- **Marketing and Campaigning**
- **Safeguarding Adults**
- **Social Media**
- **Subcontracting**
- **Supervision**
- **Training**
- **Volunteers**
- **Whistle Blowing**



Financial information

	<i>Budget</i>	<i>Actual</i>
Funding	£160,650	£174,879 (*£14,229 additional transition budget)
Staffing	£76,500	£91,766
Overheads	£84,150	£63,617
Provision	£0	£19,496

Circa £48k spent on support services eg, rent, IT, telecoms etc.

All other funding was spent on staffing and costs directly associated with community engagement and delivery of the service.





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