



# healthwatch

## Wolverhampton

Healthwatch Wolverhampton

Annual Report

2013/14

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# Foreword and Overview

**As I look back over this first year as Chair of the Board for Healthwatch Wolverhampton I am pleased to report on achievements and successes during 2013-14.**



*Independent Chair*  
Maxine Bygrave

It has been a year of transition and change as Healthwatch Wolverhampton picked up the mantle from Wolverhampton's successful Local Involvement Network and took its first steps. We have been fortunate to have the expertise and knowledge to support our development, which has culminated in a number of fantastic achievements and changes, which will see us go from strength to strength.

Our Annual Report demonstrates the importance of our role in ensuring local people have the opportunity to influence and improve local services, and highlights the breadth of work undertaken by the dedicated team of staff and volunteers under the guidance and support of the Board.

Our vision is to be the first choice for people in Wolverhampton when they want help to improve their experiences of local health and social care services.

Healthwatch has been launched into an environment which was still reeling following the largest shake up of the NHS architecture since its inception in 1948, including the introduction of the GP-led Clinical Commissioning Groups. Developing

relationships and engaging with stakeholders has played an important part in our first year. We have had active support from Healthwatch England, which has seen us develop local networks to increase our level of influence and reach.

We have been welcomed on to the Health and Wellbeing Board, by Health Scrutiny and Wolverhampton Safeguarding Adult Board, and become the first Healthwatch to participate in their Peer review playing a starring role in their newly launched DVD. Our relationship with Wolverhampton Clinical Commissioning Group is maturing which provides greater opportunities to raise issues directly with them and challenging the GPs to provide solutions and improvements. Over the past 12 months we have worked with partners to ensure the user voice influences decision making in public health, the development of the Better Care Fund and the local consultation on Urgent and Emergency Care services.

We met with the Chief Executive and the Chair of the Royal Wolverhampton Hospital NHS Trust David Loughton and Jeremy Vanes to discuss their plans for their latest



acquisition, Cannock Hospital, following the Trust Special Administrators recommendations on Mid Staffordshire Hospitals NHS Foundation Trust. We will be engaging with our support network and local people regarding the plans as they develop.

I have the pleasure to work with a fantastic team of staff, volunteers and supportive Board. Sadly, we have said goodbye to a number of key individuals. over the year including the LINK Chair John Mellor, OBE (who passed away last summer), long standing and committed Board Director Brian Griffiths, Board members Pat Burton and Maxine Wragg. Also, hardworking LINK coordinator Jane Viner moved to work for Healthwatch Brighton.

We welcomed new Board directors Sandra Jones, Angela Aitken and Chief Officer Carol Bott, who have all brought additional professionalism, expertise and enthusiasm to the Board. Our achievements have been heralded by our Ambassador, local football legend Steve Bull, MBE.

An Annual Report is always a time to reflect and look back but also a time to look forward and consider the challenges and opportunities ahead. We are heading into a

period of continued transformation amidst a backdrop of financial challenges as organisations work to deliver services with restricted resources, as budget cuts impact the health and social care economy. As a champion for the voice of local people our primary function is to ensure the quality of those services does not reduce but is maintained and improved.

I would like to thank all the staff - Carol, Shooky, Pav and Kal for the sterling job they do, daily - without their dedication our achievements would not have been possible. I would also like to thank the Board for maintaining their vigilance and commitment to our core values and focus on improving the experience of those using health and social care services. Finally, I extend a very special appreciation to all our volunteers for their tremendous hard work



**Independent Chair**  
**Maxine Bygrave**





# Executive Summary



We have pleasure in presenting this Annual Report outlining the progress and successes achieved by Healthwatch Wolverhampton between 1<sup>st</sup> April 2013 and 31<sup>st</sup> March 2014. The overall role of Healthwatch is to engage and involve members of the public and patients in the commissioning of Health and Social Care services. From the outset, the Healthwatch Staff team and Board were united in their aim to be a 'trail blazer' for innovative developments for patients, service users and key stakeholder partners.

Through undertaking extensive community engagement, we were able to identify a number of key themes which the Board approved as the basis of our ambitious Work Plan. We have attained significant progress in a number of other areas; particularly the work that Community Engagement Officer Pavitter Mainn has achieved with the Young Assessors group. The over-subscribed Public Event held in October 2013 highlighted many concerns particularly around Mental Health provision and GP access. We deliberated widely and included some items in our strategy for the year.

Again, early on, research was undertaken to develop a bespoke website to help Healthwatch Wolverhampton reach out to and gain the views of as many people as possible. With the assistance of the dynamic Social Media Partnership Company based in Birmingham, we (along with Healthwatch Birmingham) saw the need for an innovative website and Feedback Centre.

The launch of this Trip Advisor style site has proved to be a triumph, enabling us to predict 'trends' surrounding Health and Social Care issues in this locality and allowing us to share these efficiently with service executive leads. Alongside this innovation, our signposting service ably run by Administration Assistant Kal Patel has seen a steady increase in calls to

Healthwatch Wolverhampton.

Two other significant developments that reached fruition during our first year were the setting up of the unique Carer's Corner micro site - a 'one stop shop' for carers and professionals in Wolverhampton. Our Administrator Shooky Devi dedicated many hours to the planning of this much acclaimed information tool. She worked closely with Dr Nejla Hussain, a local GP in this regard. Secondly, we secured soccer legend, Steve Bull, MBE as our high profile, exclusive Healthwatch Wolverhampton Ambassador. Due to his popularity, particularly amongst the male population, Steve has brought a powerful endorsement to our Healthwatch.

Indebted to our Board for their strategic input, I would like to thank them but especially our Chair, Maxine Bygrave for her professional approach to Healthwatch Wolverhampton throughout the last twelve months.

We look forward with much enthusiasm to our second year, building on the successes of the first!

A handwritten signature in black ink, reading 'C. A. Bott'.

**Carol A Bott**  
**Chief Officer**

# Healthwatch Wolverhampton

## Board Brief biographies (at 31<sup>st</sup> March 2014)



**Maxine Bygrave - Independent Chair** hails from Manchester originally but moved to Wolverhampton when she attended University here. Throughout her career she developed and implemented strategies to deliver services effectively and manage change efficiently. She was instrumental in establishing the PALS service for Wolverhampton which has successfully supported local people, staff and communities in relation to health service delivery and improvement in a number of areas.

During the last ten years and before leaving the employ of the Primary Care Trust, Maxine managed the PALS service, the Expert Patient Programme (EPP) team and then the Patient and Public engagement team. She also contributed widely to communications and policy team within the Chief Executive Directorate. She provided leadership and support in relation to developing strategies to review and monitor patient experience in order to facilitate change, implementing action plans and activities to support the Assistant Chief Executive. A skilled facilitator with training experience in a number of approaches including Voice training from the Voice and Echo facilitation programme, Maxine is a pivotal lead on many strategic Wolverhampton committees and fora.

For nine years she has been a Governor at two schools in Wolverhampton. She has one daughter, Shelby who is about to enter University.

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**Angela Aitken** (Director) currently works as a Senior Commissioning Manager in Public Health outside of the Wolverhampton locality. She has extensive public health and management experience combined with significant front-line knowledge of health and social care.

An experienced trainer, Angela has a track record in project, service and change management, being skilled in innovative practice, community engagement and motivating and leading multi-agency teams to improve population health, driving quality, safety and efficiency of health and care services.

Possessing an MSc in Public Health, a postgraduate diploma in Health and Social Care, currently she is undertaking an MSc in Commissioning for Health and Social Care. Angela is a qualified teacher of Adult education and has over 17 years experience of working in Health and Social care. She represents the Board on the Public Health Delivery Board for Wolverhampton.

In her spare time, Angela enjoys spending time with her family, cycling and baking.





**Collette Henry** was born and educated in Wolverhampton and has lived here all her life. A former social worker, working mainly with adults with learning difficulties she has in-depth knowledge of many specialist areas of health and social care including Dementia/Alzheimer's disease, end of life care, drug and substance misuse, youth offending, the homeless and nursing home care.

She believes wholeheartedly in equality and fairness and was health and safety/union representative for Unison Wolverhampton for several years, helping to effect change for the better for staff and service users in the city. She is a busy Mum and grandmother but still finds time to undertake her role, attending meetings and many events for Healthwatch Wolverhampton.

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**Gloria Gordon's** career was heavily entrenched in the NHS being a senior nurse for 38 years. Possessing an in-depth knowledge of Wolverhampton, Gloria's skills surround research and development of health-related to policies. She is a member of the NHS retirement fellowship where she participates in activities surrounding young people and is a first aider.

She is a Public Governor of Royal Wolverhampton NHS Trust and has involvement with the West Midlands Caribbean Parents and Friends Association. At Healthwatch Wolverhampton, Gloria participates in furthering Chiropody and Mental Health services.

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**Jacqueline Hunter** is a native of Wolverhampton and had a career in retail. She enjoys providing input into a number of health and social care work topics on the Healthwatch Board and has an affinity with the Sickle Cell and Thalassaemia Support Project. A former member of the Patient Involvement Participation group at New Cross hospital, Jacqueline is trained to undertake Enter & View.

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**Jean Hancox** enjoys working with and formulating policies and practices to improve peoples' lives and work. A background in social work, welfare and housing, she has been an expert consultant throughout her working life. She is Chairperson of The Breast Cancer Action and Support Group, Wolverhampton, Vice Chairperson of the Patient Action Cancer Team (PACT), Chairperson of her GP Patient Participation Group and is a Peer Reviewer for NHS England.

Jean is an active member of the Healthwatch Wolverhampton Board undertaking Enter & View visits, sits on the Publicity and Engagement sub-group and champions for health and care issues at all times particularly in terms of urgent care and at Clinical Commission Group meetings.

In her very limited spare time, Jean enjoys reading, travel and cooking.



**Sandra Jones** (Director) was appointed to the voluntary role of Director on the Board of Healthwatch Wolverhampton in October 2013. Prior to taking up this position, she worked for Wolverhampton City Council for 25 years, retiring in August 2012 having enjoyed a successful career in various senior strategic roles in housing, regeneration and social services.

After spending 12 months relaxing, spending time with grandchildren and visiting National Trust houses and gardens, she felt ready to put to good use, the skills, knowledge and expertise built up over her working life. Possessing a Masters Degree in Housing and a BA (Hons) Degree in Humanities, Sandra saw getting involved with Healthwatch Wolverhampton offered a way of drawing on her experience of working with care commissioners, providers and service user groups to ensure that residents opinions and experiences regarding the services they have or continue to receive, are used to improve services and influence the commissioning process.

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**Sutinder Herian** has been working as the Project Co-ordinator for the Sickle Cell and Thalassaemia Support Project for the past 17 years. Prior to moving to Wolverhampton some 23 years ago worked for various civil service organisations to include Land Registry and Employment Service in Coventry. Current voluntary roles include chairing a BME Health and social care charity, Director on a local social enterprise supporting people back to work, training and business start-ups and a Governor at a local secondary school.

Possessing a Level 5 Diploma in management and Masters of Business Administration (MBA), Sutinder was instrumental in acquiring and maintaining the Investors in People standard for her employment.

She is mother to two adolescent girls both studying at University in their respective fields, and married to her husband of 23 years. In her spare time, Sutinder enjoys socialising, eating out, and spending time with the family

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**David Hellyar** spent the whole of his working life as a career NHS Manager, during which time he covered every aspect of the NHS including running an individual hospital to an entire Health District as well as commissioning new developments. Since retiring from the NHS, David has retained an interest in it as a (patient) member of the Wolverhampton Patient Advisory Cancer Team, as a member of LINK and now Healthwatch Wolverhampton. He is also a Shadow Governor of the Royal Wolverhampton NHS Trust.

In the course of his working life, David worked in many different parts of England, where he was able to build a much better knowledge and understanding of services including picking up a wider view of both good and bad practices. Currently he leads on Mental Health issues for Healthwatch Wolverhampton.







**Desmond Halestrap** enjoyed a successful career in education being a lecturer in Wolverhampton for many years. As a member of the Healthwatch Wolverhampton Board, he represents the Board at West Midlands Ambulance meetings and also had an interest in services for the older person including the work of Age UK.

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**Gordon Howells** had a career as a Local Government Officer and Chartered surveyor. For 20 years he has been involved with the Wolverhampton Coronary After-Care Support group and is currently the much acclaimed Assistant Treasurer.

At Healthwatch Wolverhampton, he leads on the Transport to Health Appointments element of the Work Plan, former Patient Participation Group at New Cross as well as deputising at Trust Board meetings whenever necessary.

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**Ralph Oakley** is a much sought-after local author and health and social care services user. He enjoyed a successful and interesting musical

career being just nine years old when he made his first appearance on a public stage at Coseley Scouts Club singing Frankie Laine's *Sixteen Tons*. During the last 50 years he has written a number of beautiful songs and his novel '*Children of the Gorge*' was a vivid, fictional account of children living in the Ironbridge area during the Industrial Revolution.

During the 1960s to 80s Ralph was instrumental in setting up and running companies in Third World countries. Currently, he is Chair of 'One Voice' in Wolverhampton, and also a session advocate for the organisation. He is also sits on the Board of the Black and Minority Ethnic Group in Wolverhampton.

Ralph participates in a number of Healthwatch work areas namely: Nursing & Care Homes, Publicity and Engagement Sub-group and Enter & View.



# Background

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## Local Healthwatch and Healthwatch England

Healthwatch Wolverhampton is the local consumer voice for health and social care. We are a new independent organisation that has been set up to enable consumers of health and social care services in Wolverhampton to influence and improve the way these services are provided and run.

Our Healthwatch transitioned from Wolverhampton Local Involvement Network (LINK), and is building on the best practice elements done by that organisation. Healthwatch Wolverhampton has various powers and duties to make sure that services meet local needs and that local people's views have a real impact. The statutory role and function of Healthwatch is laid down in the NHS and Social Care Act of 2012, but local areas have discretion about how their local Healthwatch delivers its services. This act also gave councils the legal responsibility to set up a local Healthwatch by April 2013.

Healthwatch Wolverhampton is funded by the Department of Health via Wolverhampton City Council. However, it is an organisation in its own right and independent of the council. Although a funding allocation is made to councils for the provision of local Healthwatches, it is not ring fenced; it is left to the Local Authority as to how they use this funding to provide the service. There are one

hundred and fifty two local Healthwatch in total.

Healthwatch Wolverhampton has a statutory seat on the Wolverhampton Health and Wellbeing Board which brings together key organisations responsible for providing health and social care e.g. Wolverhampton City Council and the NHS. We represent the consumers' voice on the Board and take our role extremely seriously.

Healthwatch operates both locally and nationally. As well as local Healthwatch, Healthwatch England works at the national level. They take the experiences of local Healthwatch and use them to influence national policy. By law, the organisations that plan, run and regulate health and social care services have to listen to what Healthwatch England has to say. When Healthwatch England is alerted to failing services, they report issues to key national organisations, including the Care Quality Commission, of which they are a sub-committee, and central government. These organisations must submit a public response to Healthwatch England's concerns.



# Development of Healthwatch Wolverhampton

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Healthwatch Wolverhampton was incorporated as a Community Interest Company (CIC) for the start of April 2013.

As an organisation our main focus is to make sure Wolverhampton people's views and experiences of local services are disseminated to the decision makers and service delivery organisations. We have an ongoing Work Plan that reflects the topics that are of concern to the public we serve. Directors and Board members recognise that we need to take into account a range of evidence and not anecdotal incidents.

The other factor to consider is capacity - we are a relatively small staff team and Board; therefore we must concentrate our efforts to achieve maximum effect.

The Board consists of individuals from a range of backgrounds, including the NHS, statutory organisations, private companies, retail and voluntary organisations. Our Board members are also users and carers of those Wolverhampton Health and Social Care services.

## Governance

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Healthwatch Wolverhampton is governed by its Board Directors (3) and eight members who are ultimately responsible for the strategic decision making. The day to day operational management is the responsibility of the Chief Officer (CO), who also assists with the strategic direction.

The three other staff team members play an active role in supporting the CO, Directors and Board. Thematic sub-groups assist in developing various procedures, structures and plans, based around Business and Finance, Communications and Research / Intelligence. Plans are afoot to recruit, in the next year, additional Directors to the Board.

As the organisation has matured, it has moved to a more traditional structure with the Board taking a strategic overview delegated through the CO to staff. The Chair has an executive function and works on Healthwatch Wolverhampton strategic business for at least one day per week, meeting regularly with the CO and key stakeholder.

All forms of training are a very important part of the ongoing development and motivation of members. Board members are active in representing Healthwatch and collecting information from their communities and other sources about health and social care issues. This activity includes sitting as Healthwatch Wolverhampton representatives on groups ranging from the Public Health Delivery Board to the Clinical Commissioning Group.



## Board Directors/Members

Maxine Bygrave - Independent Chair

Angela Aitken - Director

Sandra Jones - Director

Collette Henry - Board member

Gloria Gordon - Board member

Jacqueline Hunter - Board member

Jean Hancox - Board member

Sutinder Herian - Board member

David Hellyar - Board member

Des Halestrap - Board member

Gordon Howells - Board member

Ralph Oakley - Board member

## Staff

Carol A Bott – Chief Officer

Shooky Devi - Administrator

Pavitter Mainn – Community Engagement  
Officer

Kal Patel – Administration Assistant

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(Jane Viner – Co-ordinator from April to  
July 2013)

## Volunteers

Simran Dhani

Alex Campbell

Najma Saleem

Joyce Umukoro

Tarah-Hartley Johnson

Sonia McNab

Aaron Clarke

## Acknowledgement to previous Board members who retired in 2013/14:

Pat Burton – Board member

Brian Griffiths – Board Director

John Mellor – Previous LINK Chair &  
Healthwatch Board member



# Aims and Purpose

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*What We Do: Healthwatch Wolverhampton works with the public and key partners in the following ways:*

## Advice & Guidance

- Identifying and clarifying the rights of consumers of health and care services.
- Promoting and providing information on these rights, and advice on enforcing them.

## Engagement and Consultation

- Promoting and supporting the involvement of local people in the monitoring, Commissioning, provision and scrutiny of local services.

## Influence and Involvement

- Healthwatch Wolverhampton obtains the views of people about their needs and experiences of local care services.

## Scrutiny and Reporting

- Making reports and recommendations as well as influencing national priorities





# Partnership Working

## Statutory seat on Health and Wellbeing Board

The Health and Well Being Board exists to serve Wolverhampton by bringing together representatives from NHS Clinical Commissioning Group, education, housing, police and voluntary sector as well as local councillors. Wellbeing plays a significant part in people's overall health quality and this board aims to tackle the wide range of topics that not only form the traditional health issues that affect the citizens of Wolverhampton but also areas surrounding general wellbeing.

We have been granted a statutory right to representation on the Health and Wellbeing Board so as to allow our organisation to act as the conduit between the Board and the public. In this way, we are able to ensure any concerns raised by the public are at the centre of the Board's decision-making.

## Representation on Quality Surveillance Group

Healthwatch Wolverhampton is a member of the Quality Surveillance Group for the Wolverhampton locality. This is part of NHS England, bringing Health and Social Care Commissioners, providers and regulators together to ensure that services are delivered in a safe and effective way.

## Escalating concerns to Healthwatch England and Care Quality Commission

The Care Quality Commission (CQC) regulates the providers of Health and Social Care services. Healthwatch Wolverhampton has established an appropriate liaison and working relationship with the CQC. Meetings are held between the two organisations on an ad-hoc basis when we are able to provide constructive feedback that may assist the CQC's inspectorial role.

If issues raised locally to the CQC cannot be resolved, we can escalate these to Healthwatch England who will pursue these on a national basis.

## Statutory Bodies

Healthwatch Wolverhampton has established good working relationships with many organisations and key stakeholders. These include the Local Authority, Clinical Commissioning Group (CCG), the Royal Wolverhampton NHS Trust, the local voluntary sector and service providers. Although we are based within the Wolverhampton Voluntary Sector Council offices and as such have benefitted from services offered within e.g. Volunteer Centre, we have been remained wholly independent in our approach and delivery of our extensive Work Plan.

Participation in a number of fora is vital. Within this year, the Chair and CO in particular, as well as some Board Directors/members attended many key groups e.g. Health Scrutiny, Joint Engagement Assurance group, Patient Participation Forum, Adult Delivery Board, Public



Health Delivery Board, Creating Best Practice Steering Group, Wolverhampton Safeguarding Group etc. The Chair appeared in an awareness-raising DVD made by the latter group. She also takes the lead pm ensuring user experience informs and improves practice in relation to safeguarding.

During this year, the Chair attended and provided input to the Public Health Transformation panel. This participation ensured the experiences of the public, patients and users were highlighted and included in the decisions taken in relation to projects which applied for funding to deliver transformational change for local people.

In monitoring the Clinical Commissioning Group (CCG), the Chair ensures they undertake full and comprehensive evaluation which includes user-experience in their current pilot delivery programmes in Primary Care.

## Activity

The first year has been a busy, exciting and profitable one for our Healthwatch. Activities have been varied and appropriate to our Work Plan.

We have amassed 900 supporters, all of whom have access to our regular Newsletter, held an over-subscribed, successful public event, been inundated with requests to participate in community events, worked with *Social Media Partnership* to develop and set up our innovative website and Carer's Corner, engaged widely with the diverse community of Wolverhampton including young people and recruited our exclusive Ambassador, football legend, Steve Bull, MBE.

## The establishment of an effective Signposting Service

From the very outset, Healthwatch Wolverhampton has strived to ensure local people are provided with information and advice to help them access and make choices about Health and Social Care services. This has been done, primarily, by our part-time Administration Assistant, Kal Patel who offers a sympathetic ear and sound guidance. The number of individuals assisted during the first year in this way, amounts to 369.

## How Healthwatch Wolverhampton helps to influence change?

### Example 1 - Podiatry Service

A Patient aged 81 years old rang to explain that he had been waiting for over 8 months for a podiatry appointment. He was walking with the aid of a stick and struggled to put on his shoes due to the length of his nails that were causing him pain. Healthwatch Wolverhampton contacted his GP surgery and Foot Health Clinic on his behalf but was unable to get an appointment for him immediately. Healthwatch then contacted the local CCG who agreed to find an early resolution for the patient. The CCG will also be looking into this concern as part of a wider investigation into podiatry services waiting times.



### *Example 2 - Waiting times in the acute sector*

Miss T had been waiting some time for a knee operation. She had contacted the hospital on a number of occasions but had been unable to secure a date. She was approaching the 3 months' waiting list deadline and asked Healthwatch advice as to what to do next. Healthwatch advised her to contact the hospital again to ascertain what arrangements they have in place if the waiting time deadline is not met.

Miss T followed this advice and shortly afterwards the hospital contacted her to advise that there had been an operation cancelled, she would be offered the slot and therefore the 3 month deadline for her operation would be met.

### *Example 3*

As a result of our feedback and input at Health and Well Being Board, the development of the Urgent and Emergency Care strategy was reconsidered and the options reviewed. This also had a positive impact on the subsequent consultation.

## Enter & View

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Healthwatch Wolverhampton is able to enter and view all publicly funded health and social care services premises - either as an unannounced spot check or at a previously arranged visit. All volunteers who sign up to undertaking this program of work are thoroughly vetted and trained. Three training sessions were held during this year with more planned. Twelve individuals are signed up to undertake this work with more committed for next year.

We are unswerving in our aim to report on findings to the providers and commissioners of services; and where appropriate, the regulators.

In December 2013 we undertook a previously arranged pilot visit to a Care Home and in March undertook an unannounced visit to New Cross Hospital A&E department.

Once a visit is undertaken and a report is compiled, findings are shared with the Healthwatch Board. The report is then shared with the service provider and recommendations made. Checks are made within a reasonable period of time to ensure that outcomes are satisfactory.



# Volunteer Office recruitment

With a small Staff complement (2 full time and 2 part time workers), Healthwatch Wolverhampton in order to follow a challenging but essential Work Plan needed to seek additional help to undertake administrative tasks within the office. Office Administrator, Shooky Devi was proactive in seeking enthusiastic volunteers for this purpose. During the last year, eight individuals have provided over 1300 volunteer hours, assisting with a variety of tasks from telephone calls, to distributing leaflets and assisting at public events and training sessions.

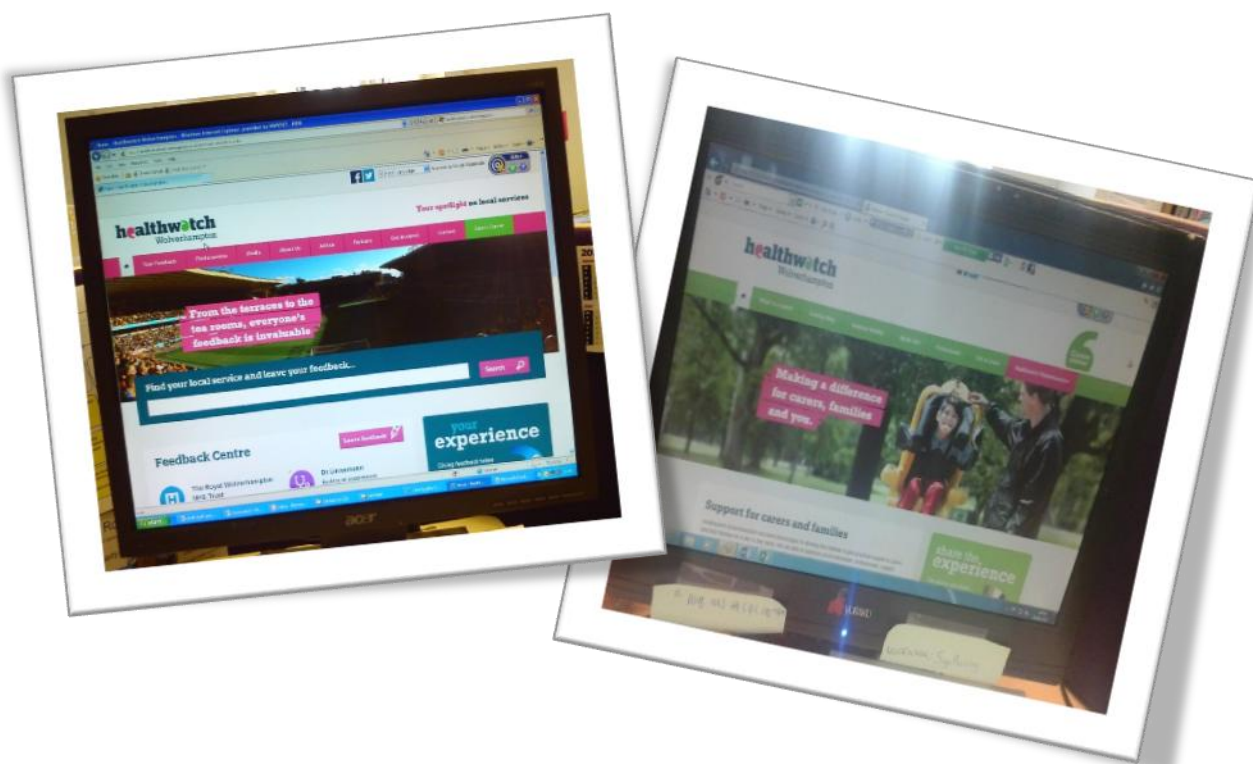


# Healthwatch website: Carer's Corner

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From the very outset, Healthwatch Wolverhampton had a very clear objective - to be as innovative as possible in getting our messages across to the public we serve. One way we have achieved this is by setting up a ground-breaking website and Feedback Centre. Individuals are able to make a comment in 'real time' about the Health or Social Care services they receive. Feedback can be left anonymously but all comments are checked and moderated if necessary. We want positive, motivational information as well as the indifferent or negative data. For those who don't possess a mobile phone or PC, members of the public can leave their feedback on postcards available at a number of outlets.

Within our website we have Carer's Corner - a 'one stop shop' for individuals who are themselves carers or for professionals who have an interest in caring. This is unique to any Healthwatch and is proving popular with the public.





# Demonstrating impact through action

## Communications and engagement

We use a variety of traditional methods of outreach along with new media to market ourselves, enabling a range of diverse consumers to engage with us and contact us according to the method that suits them best.

### HW Posters and Brochures

During the last year we distributed posters to 112 Wolverhampton organisations and 2000 newsletters and leaflets. Countless others were disseminated electronically.



### Social Media

The Healthwatch Facebook account was developed to access a younger target audience and is used to keep our Facebook 'Friends' up-to-date with Healthwatch activity, including posts about, local and national policy, consultations and events. As to the end of March 14 Healthwatch Wolverhampton had 500 Twitter followers and 700 Facebook friends.



# Community Groups and Events



*Consultation gathering – Healthwatch Wolverhampton*

From 1<sup>st</sup> September 2013 to 31<sup>st</sup> March 2014, the Healthwatch Community Engagement Officer attended numerous events, interacting with **2032** people.

The variety of different organisations and event attended comprised: - BCP Health Fair, Tenants' Association, women's support groups, Local Neighbourhood partnerships, Beacon for the Blind, Diabetes groups, PACT meetings, Autism groups, disabilities' groups, International Women's Week events, Carers' Association, Young People's consultations (Headstart), Ageing Better Consultation and Headstart Big Lottery workshop.





# Healthwatch Newsletter

The newsletter has a distribution of 10,000 and includes, updates on the progress if the Healthwatch, reports on Healthwatch activities, local and national policy and news and opportunities to get involved



## Media

The Chair and CO have both engaged widely with the media at a national and local, level during the first year. Community Engagement Officer, Pavitter Mainn undertakes conversations with the public via Community Radio too. Regular updates in the Express and Star newspaper has helped raise awareness and recruit new Healthwatch Champions for a number of key roles.





# *Steve Bull, MBE - exclusive Healthwatch Wolverhampton Ambassador*



## **Background**

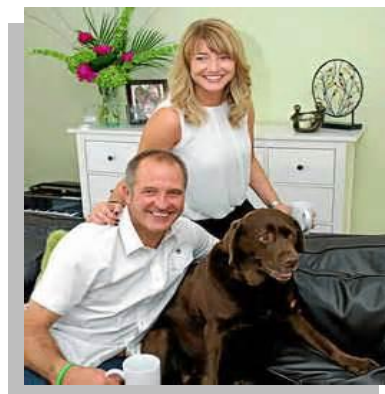
Wolverhampton is a West Midlands city famous for many reasons. It was given city status in 2001 and according to the last census has a population of around 250,000. In the 1950s and 60s Wolverhampton saw years of prosperity but in recent years has seen a decline following a slump in the manufacturing industry. The city has a number of challenges, especially around public health issues, with high instances of obesity, smoking and infant mortality.

The city is highly regarded in soccer terms because of Wolverhampton Wanderers FC. One of its famous sons is Steve Bull MBE whose expertise (holding the club record of 306 goals) on the pitch escalated him to play for the England team. Today Steve is an Honorary Vice-President of the 'Wolves' club.

When Healthwatch Wolverhampton was seeking a high profile person to help: a) raise awareness as to our vital work and, b) ensure the male population had someone they would pay attention to regarding health issues, Steve Bull was our first choice to become exclusive Ambassador.

As well as his prowess on the football pitch, Steve is a person who dedicates much time and energy to promoting the Steve Bull Foundation - a charity that provides support to reputable good causes such as helping seriously ill and terminally ill children and their families. Since the launch of his charity, Steve has raised nearly £2m.

From the outset, Healthwatch Wolverhampton has benefitted from his involvement. He participates at our public events e.g. Website launch, proudly wears the Healthwatch Wolverhampton badge at all his own events, raises our profile through his weekly blog and has our name and logo printed on all his calling cards. Additionally, he kindly donates promotional materials to our events.



We would like to take this opportunity to formally thank Steve and his wife, Kirsty for all their efforts on behalf of Healthwatch Wolverhampton. Long may the partnership continue!

# What are we doing to make Healthwatch Wolverhampton more accessible to all?

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When individuals and groups become members of Healthwatch Wolverhampton, data is gathered regarding members' access requirements including:

- Communication - large print, magnifier, braille, audio;
- Hearing - BSL/SEE Interpreter, infrared systems, induction loop, deaf blind Interpreter, speech to text reporter, lip speaker;
- Language - translation of documents, interpretation service, CD format and writing with pictures;
- Mobility and any specific dietary requirements.

As detailed above provisions are made to ensure Healthwatch Wolverhampton members have access to communication formats that meet their individual needs. As part of the membership process, individuals are asked for their preferred communication method i.e.:

- Text - Large Print, Coloured Paper, Magnifier, Braille, Audio;
- Hearing - BSL/SEE Interpreter, Infrared Systems, Induction Loop, Deaf Blind Interpreter, Speech to text report, 'Browse Aloud' - text to speech software, Lip Speaker;
- Language - translation of documents, Interpretation Service;
- CD Format; Writing with Pictures.

This information is used to ensure that when information is sent out to members it is sent in an appropriate format i.e. in response to requests; we currently send information to some individuals in large print, on yellow paper, audio, Punjabi and Gujarati languages. The data is also used when planning events to ensure that venues and catering meet members' specific requirements.





# Engaging Local People & Receiving Feedback

Healthwatch Members and supporters have been involved in having their say about the following consultations:

## Healthwatch Launch Event October 2013

Our Healthwatch Public Launch took place on 17th October 2013. It was a successful day with 135 attendees and 14 new recruits. The programme of the day allowed presentations on the role and purpose of local and national Healthwatch. It also included a presentation from Healthwatch England & table top discussions surrounding issues of concern to the attendees, namely: GP Appointments, Public Health, Maternity Services, Mental Health services, Nursing & Care Home provision and Adult Safeguarding.



*Collette Henry gathering feedback*



*David Hellyar facilitating a Mental Health workshop*



## Wolverhampton Parent Partnership October 2013

A packed event involving Wolverhampton Parent Partnership, Voice 4 Parents and Healthwatch Wolverhampton Information Day was held in October 2013. A facilitated session with 50 parents in attendance; two new recruits were enrolled to Healthwatch.

The day's programme included a presentation from the Healthwatch Young Assessor, Lisa Howells. A plethora of topics were discussed including the 'No Health without Mental Health' strategy and table top interaction surrounding child health services, Social Care, hospital and GP appointments.



## Emergency Care Consultation February 2014

Following deliberations with the Board members and the receipt of comments from the wider Healthwatch Wolverhampton membership, we held a specific event to discuss this important development. Following this well-attended meeting, it was agreed that RWHT would be advised that Healthwatch Wolverhampton was supportive of a new A&E department on the New Cross hospital site. Everyone felt that the current provision is not able to meet demand and cannot always respond effectively to individual needs.

Local people shared with us their experiences of the service which can be inconsistent; staff members are not always aware of how to support patients with Dementia, mental health and other long-term conditions. Parents of children with disabilities have told us that they sometimes have long waiting times with their children becoming increasingly agitated and therefore difficult to treat.

Following this major consultation, Healthwatch Wolverhampton is now being involved in the design of the new A&E service specification. It will be important to include local community and voluntary organisations that provide specialist care and support and would therefore be able to identify ways to improve the patient journey and experience of urgent and emergency care.



# Ageing Better Consultation March 2014

Wolverhampton Local Authority was one of thirty two across England shortlisted for a share in a £70m Big Lottery Fund's Fulfilling Lives: Ageing Better programme tackling social isolation for vulnerable older people. Healthwatch Wolverhampton added vital input to this consultation by contacting residents of Wolverhampton to ascertain their priorities in determining the factors that impact upon their ability to live healthier lives later in life.

# HeadStart Consultation March 2014



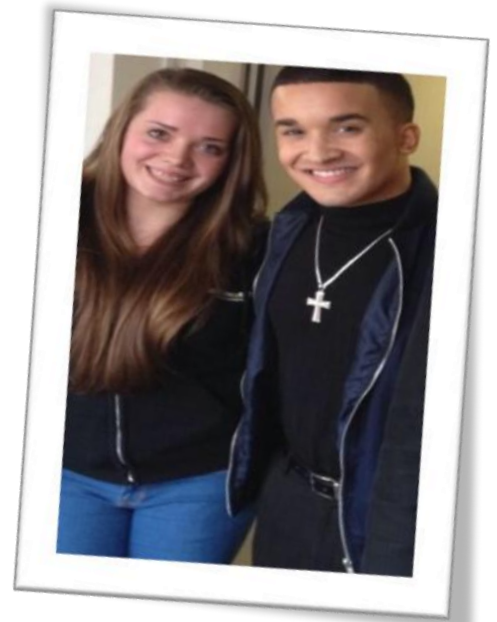
Lisa Howell supported Healthwatch staff to facilitate two days' consultation at a Mander Centre shop when we interacted with 331 young people & their parents. The majority of the young people took away an information pack bag. We made the most of interacting with young people who wouldn't have normally had contact with Healthwatch.

HW staff also supported YOW at the bowling alley consultation where 50 young people and 10 support workers took part.

A HeadStart workshop was held in London by Big lottery and HW young assessor, Lisa Howell was invited to take part and have input in the HeadStart programme



Lisa Howell was also invited to attend the Wolverhampton Safeguarding Children's Board Development Day to speak about her experience of support received during the loss of her granddad. A letter of thanks was received.



# Facts & Figures

1300

Office Volunteering Hours

500

Tweets



700

Facebook Friends

facebook

3047

Individuals requested information at  
Community Engagement events

369

Issues dealt with at events

54

Interactions with  
Community Groups

11

Interactions with  
Community Groups



## Key Priorities for 2014/15 and beyond

It has been an extremely successful and innovative year for Healthwatch Wolverhampton, building strong foundations and putting in place systems and processes to encourage intelligent and appropriate capture of information to influence current and future NHS and Social Care activity. However, we are determined that in Year 2 there will be further clarity around our challenging Work Plan. The Board plans to recruit new directors to offer additional strategic focus to its dedicated membership.

The Board will hold a planning day in late summer to reaffirm its in-year strategy and ascertain its 3 three year intentions. Key Performance indicators will play an integral part in this objective.

Our broad intentions in Year 2 are threefold:

- To improve operational performance across all Work Plan areas;
- To consolidate our locality and stakeholder relationship in order that we may extend our influencing role. We have already had a positive impact upon the Health Scrutiny Board and the ways in which we are able to offer a strong, patient /service user voice;
- To build upon our successful start in raising additional income to boost our statutory funding.

## Independence and Transparency

The Healthwatch Wolverhampton Board and Staff team has been active from the very outset. The Chair has assisted in the recruitment of new directors and has commenced the transfer of staff from Wolverhampton Voluntary Sector Council to Healthwatch Community Interest Company (CIC). At the time of writing, there is no immediate plan to relocate the office out of WVSC but consideration may be given to this in 2014/15. The current arrangement allows our Healthwatch to derive maximum benefit from the extensive experience and connections WVSC has.

The Healthwatch Board will need to agree the future format of Board meetings - their frequency and structure whilst connecting on a regular basis with stakeholders and being involved in events and meetings organised by staff on behalf of the Board.

## Communications

Part of Year 2 planning involves the comprehensive review of communications which will include assessing the effectiveness of campaigns, development sessions and our communication tools including our innovative website and Feedback Centre. Currently, evidence would indicate that social media is proving an effective means of communicating with the younger to middle-aged element of society. A benchmarking exercise will be conducted to give an indication of the increased brand awareness and understanding of the role and functions of Healthwatch Wolverhampton.



## Information and Advice

Healthwatch Wolverhampton has, through its signposting function made significant impact during its first year of operation offering *in-depth* assistance to 233 individuals and signposting hundreds of others to an appropriate service. Our innovative website has allowed members of the public to leave a 'Trip Advisor' style review which has enabled us to provide accurate trend analysis (of NHS and Social Care issues) to Commissioners and service providers.

We have held fruitful discussions with the Executive Team at Royal Wolverhampton NHS Trust that has resulted in Healthwatch Wolverhampton holding Drop-In advice sessions commencing in the summer of 2014. These sessions will be held at a variety of locations throughout New Cross, West Park and beyond. The capture of 'real time' patient views will be made easier via the use of PC tablets.

## Community Engagement

Healthwatch Wolverhampton is currently reviewing the effectiveness of all its engagement activity which has been busy throughout 2013/14. Community Engagement Officer Pavitter has built relationships with hitherto unattainable, harder to reach groups e.g. the Roma Community. Whilst continuing with successful methods we will be seeking innovative approaches of engagement and involvement with ongoing focus on young people, Mental Health service users, and those not currently on our radar.

The popularity of our Ambassador Steve Bull MBE has helped us reach out to the male population of Wolverhampton who are often reticent to seek help regarding male health issues.

There is also a target of 100 in the recruitment of Healthwatch Champions to undertake a variety of 'hands on' roles e.g. Enter & View, Mystery Shopper etc.

## Influence

Our Healthwatch has continued to build on its intelligent use of information and patient experience (over 3,500 individual items) given to us by the citizens of Wolverhampton. Successful, planned Enter & View training (3 sessions) have resulted in Healthwatch Champions being able to deliver on this vital area of work with Enter & View visits commencing in December 2013.

There are plans to involve our Healthwatch Office Volunteers and the Young Assessors which will allow increased involvement in the Authorised Representative activity supporting key Work Plan areas.

Healthwatch Wolverhampton will continue to share information and best practice with the West Midlands/Black Country Healthwatch and also liaise with Healthwatch England in contributing to national pieces of work and highlighting patient experience.

## Value for Money

Healthwatch Wolverhampton's priorities in this area include the organisational review of staff and productivity and the development of hands-on operational assistance by Board members and Healthwatch Champions. We will also continue in our endeavors to raise additional income streams as we did during our inception year i.e. Carer's Corner.

We are pleased with the way in which we have been frugal with limited finances in our first year. There is an unprecedented level of change facing the NHS now and in the future. Healthwatch Wolverhampton is confident that our future funding will be utilised fully as the public's interest in the NHS and Social Care landscape becomes more prominent, especially the continued advances made by our organisation in reaching the public and receiving ongoing feedback surrounding concerns and issues. Our extensive engagement will need to be properly resourced, our Staff complements increased and our training of volunteers funded.



<b>EXPENDITURE</b>	<b>230,934</b>
<b>Staffing &amp; Set Up Costs</b> Including on costs, travel, and recruitment.	<b>114,360</b>
<b>Office &amp; Other Running Costs</b> Including website construction & development, telephone, copying, promotional materials, postage, stationery, all premises costs, management and additional other staff (including CAB) support time.	<b>36,736</b>
<b>Member Support Costs</b> Interpretation and translation, venue hire & young people's work.	<b>10,145</b>
<b>HW Board Budget</b> Including travel, room hire, refreshments, Stationery, carer expenses, training.	<b>3,383</b>
<b>VAT Repayment to HMRC</b>	<b>5,000</b>
<b>Overhead Recharge</b>	<b>29,159</b>
<b>TOTAL SPEND</b>	<b>198,783</b>

### **Total Income Received**

These accounts are the draft accounts of the Healthwatch Wolverhampton budget within WVSC's draft final accounts 31.3.14, prior to audit. There may be slight variation at the point of WVSC's approved final accounts. Published accounts may be viewed after 31<sup>st</sup> July 2014.



## Acknowledgements

Ian Darch, Chief Executive Officer, WVSC

David Loughton, CBE, Chief Executive, Royal Wolverhampton NHS Trust

Cheryl Etches, OBE, Chief Nurse, Royal Wolverhampton Trust

Jeremy Vanes, Chief Operating Officer, Wolverhampton CAB

Councillor Claire Darke, Wolverhampton City Council

Councillor Sandra Samuels, Wolverhampton City Council

Ros Jervis, Director of Public Health, Wolverhampton

Pat Roberts, Patient Experience Lay Representative, CCG Wolverhampton

Everyone who has assisted in making Healthwatch Wolverhampton a success.

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