



Healthwatch Trafford
Annual Report 2013/14

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Introduction

“OUR JOURNEY”

Welcome to Healthwatch Trafford’s first annual report. We are the independent consumer champion for health and social care within the Borough of Trafford, building on the work of Trafford LINK.

2013/14 has been a year of two halves for Healthwatch Trafford. It has seen a difficult transition from the Trafford Local Involvement Network (LINK) and the gradual establishment of Healthwatch Trafford as an organisation in its own right.

We became a company limited by guarantee in April 2013 and with the support of LINK staff and some Board members, who made the switch to Healthwatch, began to set ourselves up as an independent organisation.

In the first six months until September 2013 we were supported by Voluntary Community Action Trafford and the former Link Manager Ruth Walkden who left us for pastures new in July.



During those six months we began developing the foundations and governance structures to enable us to fulfil the statutory functions we have been commissioned to deliver and to ensure that local residents receive the best care possible.

We built on the solid foundation left to us by Trafford LINK and much of 2013/14 has been spent to further establish relationships with providers, commissioners, partners and the public. This gives us the network that we need to undertake our role effectively.

The most important role for HWT is to engage with the residents of Trafford to find out their experiences of accessing health and social care services and to make those views known to providers and commissioners of services. During the latter half of 2013/14 we have worked on identifying where our resources are best targeted as well as identifying where more work needs to be done to ensure that the public’s voice is heard.

We are committed to playing our part in the development of the best NHS and social care services for the people of Trafford. We can only do this with your help. We look forward to hearing from you in the coming year.

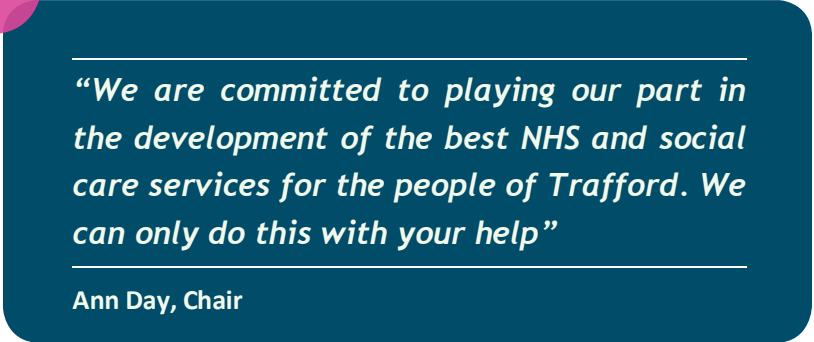
I would like to thank the Healthwatch Board, staff team and volunteers for their hard work and commitment during this busy year of setup. A special thanks goes to VCAT and Trafford Housing Trust staff for their support and also to Martin White, Citizen Involvement Officer at Trafford Council for his advice, belief and support.

Ann Day
Chair





Our Role



“We are committed to playing our part in the development of the best NHS and social care services for the people of Trafford. We can only do this with your help”

Ann Day, Chair

Our role as Healthwatch Trafford is clear and comprises of the following elements:

- Provide information about health and care services in Trafford.
 - Enable people to share their views about Trafford’s health and social care services to help build a picture of where services are doing well and where they can be improved.
 - Alert Healthwatch England to concerns about specific care providers.
 - Participate in decision-making via local authority health and wellbeing boards.
 - Play an integral role in the preparation of the statutory Joint Strategic Needs Assessments and joint health and wellbeing strategies.
 - Provide evidence-based feedback to organisations responsible for commissioning or delivering Trafford’s health and social care services.
 - Help the Trafford Clinical Commissioning Group (Trafford CCG) to make sure that services really are designed to meet citizens’ needs.
- 

The Team



Andrew Latham - **Chief Officer**

Andrew joined Healthwatch Trafford in November 2013, coming from the Citizens Advice Bureau.

“If I didn't think Healthwatch could make a difference for the people of Trafford then I wouldn't be here”

Marilyn Murray - **Development Worker**

Marilyn was a core part of the Trafford Link team that has formed the basis of Healthwatch Trafford.

“I am here to make a difference by improving peoples quality of life”



Adam Webb - **Communications & Information Officer**

Adam is the other former LINK worker that has become an integral part of the Healthwatch Trafford team.

“I want to help people to be able to take more control of their own health and social care”

Holly Wheeler - **Engagement Officer**

Holly is Healthwatch Trafford's newest member of the team, joining us in April 2014 from Oldham Council










“I want to help those who are not usually heard to find a voice”








The Board



-  Ann Day - Chair
-  Bonnie Hadfield
-  Jean Rose
-  Brian Wilkins
-  Ahmed Lambat
-  Yvonne Mackereth
-  Sandra Griesbach
-  Daniel Gallagher
-  Ken Griffiths (stood down April 2014)

Advisory members (non-voting)

-  Tony McDermott
-  Anna Booth
-  Karen Bridge

The Enter & View Panel

- Ann Day
- Bonnie Hadfield
- Jean Rose
- Sandra Griesbach
- Olive Dobbin
- Alistar Rowe
- Irving Normie
- Barbara Richardson

The Health & Social Care Committee

- Jean Rose
- Bonnie Hadfield
- Ken Griffiths
- Alistar Rowe
- Irving Normie
- Barbara Richardson
- Lynn Pine
- Don McGeachin
- Georgina Jameson
- Judie Collins (stepped down April 2014)
- Asifa Ahmed
- Anna Booth
- Karen Bridge
- John Drake

Strategic Engagement

It is important that we establish and maintain relationships with the key stakeholders in health and social care. We have achieved this in a variety of ways, through meetings with individuals, attendance at forums and consultation events and regular attendance at board and panel meetings. We also engage with those external partners that are responsible for delivering services to the residents of Trafford. This includes the hospital trusts and Greater Manchester wide initiatives such as Healthier Together. For example we attend Healthier Together External Reference Group as well as holding regular liaison meetings with Central Manchester Foundation Trust (CMFT), Greater Manchester West Mental Health Foundation Trust (GMW) and University Hospital of South Manchester (UHSM).

Trafford Health and Wellbeing Board

The Healthwatch Trafford Chair has a statutory seat on the Board and has a regular agenda item in order to report back on our progress and issues arising from engagement with the residents of Trafford. Membership of the Board allows us to have input into the Joint Strategic Needs Assessment and the Health and Wellbeing Strategy as well as ensuring the views of the people of Trafford are represented.

Health Overview and Scrutiny Committee

We meet bimonthly with the chair and vice chair to brief them on emerging issues.

Clinical Commissioning Group

Healthwatch Trafford has a place on the CCG Board. We have a good working relationship with the CCG and have regular meetings with the Patient Experience Team. We have been involved in several of their projects including major service redesign of Trafford's health services, review of locally commissioned services, the Integrated Care Redesign Board and the setting up of the Public Reference and Advisory Panel.

Care Quality Commission

We have a good working relationship with the inspectors and managers for the Trafford area and meet on a regular basis. We have not made any formal requests to the CQC to undertake investigations of services.

Greater Manchester Healthwatch Network

This is a forum where Greater Manchester and Healthwatch issues are discussed and joint action taken. We have recently completed a survey on Patient Transport Service and currently we are working together to collate our responses to a major redesign of in hospital services across Greater Manchester. We are also involved with a wider North West Healthwatch Network.

Safeguarding

We have membership of the Strategic and Operational Adult Safeguarding Boards. Healthwatch staff, Board members and volunteers have undertaken Level 1 Children's safeguarding training and an update of Deprivation of Liberty and the Mental Capacity Act.

Quality Surveillance Group

HWT attends the bimonthly meetings of this group. This a group set up by NHS England Local Area Team as directed from the National Quality Board.

It brings together different parts of the system to share information and intelligence to safeguard the quality of care that people receive.

Our membership allows us to bring the views of the people of Trafford to the attention of the statutory bodies who have the powers to instigate change.

Patient Led Assessments of the Care Environment

Our volunteers have taken part in the PLACE Assessments in the local hospitals that serve our community.



Public Engagement

One of the most important roles of Healthwatch Trafford is to engage with the public of Trafford, both to find out what their experiences of accessing health and social care are and to make their views heard by those responsible for the design and implementation of health & social care services. During 2013/14 we have worked on identifying where our resources are best targeted as well as identifying where more work needs to be done to ensure that the public has a voice across the borough.

We have attended numerous community events, forums and meetings throughout the year. Where appropriate we have taken Healthwatch Trafford publicity information to be distributed as well as staff and volunteers taking display stands and being on hand to speak directly to members of the public.

Where key issues for Trafford residents have been identified we have worked with partner organisations to undertake in depth research. This has taken the form of surveys of patients or service users followed by detailed analysis of the findings and the production of a report with recommendations. This year we have undertaken two surveys:

Arriva Patient Transport survey: Throughout February and March 2014 HWT took part in a Greater Manchester wide survey of patients that had accessed non-emergency patient transport. There were 60 respondents from Trafford. The data gathered and the analysis of this data has been compiled into a report and is due for publication in June 2014.

Healthwatch Trafford was commissioned to undertake a survey of Chronic Obstructive Pulmonary Disease (COPD) patients within Trafford. 440 surveys were issued to patients and 140



returned. In addition 5 focus groups were held with patients to gather data. This report has been compiled and submitted to the CCG. As a direct result of this survey 8 patients were referred to smoking cessation.

In addition to this, we have actively promoted engagement in consultations, surveys and processes delivered by other organisations that are going to affect services delivered both locally and regionally. Some examples of these are the Healthier Together consultation, the Association of Ambulance Chief Executives (AACE) academic review of the use of emergency ambulance services in the region and the consultation on the future delivery of mental health services.

We have used the online platform Patient Opinion to record people's stories and experiences directly on our website. In the past year we have received 57 experiences of specific services in Trafford, 25 of which have had a response from the service involved.

In February and March we conducted a recruitment process for the post of Community Engagement Worker, whose primary role is to conduct face to face engagement with the residents of Trafford both with groups and individually. The successful candidate, Holly Wheeler, took up the role in April.

Communication

We looked closely at how best to communicate our message to the public of Trafford this year. As a new organisation we recognised that we needed to invest time in raising the profile of our brand and informing the public about who we are, what we do and why it is important for them to engage with us. We have embraced social media as an effective way of spreading information quickly, particularly Twitter, which is now a well established and well used platform by many of the groups in Trafford.

As an example of the effectiveness of social media circa 800 Twitter posts were made by Healthwatch Trafford in 2013/14 (this included circulation of electronic copies of leaflets, newsletters and links to consultations and surveys). By April 2014, Healthwatch Trafford had a basic reach of 800 followers; each re-tweet providing access to all of the re-tweeters followers.

Part of our role is to provide information about health and social care services and to help the public access and engage with service providers in the most effective way. To assist with this we have produced a couple of public information leaflets this year:

- Ten Top Tips to get the most from your GP appointment
- How to make a Compliment, Comment or Complaint about your health or social care

We ensured that our volunteers were involved in the design of these leaflets to make them as clear and helpful as possible. In addition to the physical printed leaflets, we made them available online via our website and on social media.

However, we appreciate that not everyone is able to access information electronically and we also felt that it was valuable for us to produce hard copies of information that could be found in public locations. To this end we produced two Healthwatch newsletters and a general information leaflet (What has Healthwatch Trafford got to do with me?) that have been distributed both in electronic and in hard copy format. We delivered these to every GP practice in Trafford as well other locations of high footfall such as public libraries.

We have also produced and distributed general publicity postcards that give brief details of what Healthwatch is and how the public can get in touch with us. 15,000 copies were produced in total of which circa 7500 have been distributed (to the end of March 2014). In addition to this, we have given away more than a hundred Healthwatch Trafford branded heart-shaped pedometers which as well as being a great item to engage people with, encourages people to look at their own health and activity.

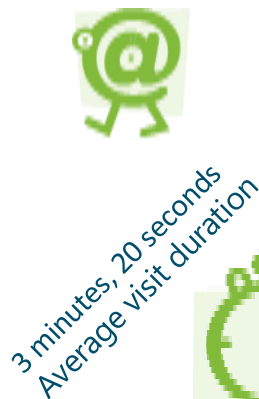
To make ourselves as easy to communicate with as possible, we invested in an easy-to-remember, local rate telephone number. Consisting of just three different digits and including 999 (the emergency services number) we felt that this would be easy for people to remember. Other than by telephone, we have tried hard to keep our many different communications channels very Healthwatch Trafford brand focussed to make contacting us as easy as possible, be it by email, website, twitter, Facebook, LinkedIn or google+. For traditional mail, we have a FREEPOST address to encourage contact or responses to surveys etc.



Healthwatch Trafford Digital Engagement



A core part of the engagement we do at Healthwatch Trafford is online. We appreciate that there is no single right way to connect with the people of Trafford, so we use a number of methods to spread news, signpost and gather experiences. From publishing local news stories about Health & Social care services and providing a packed events calendar on our website to email consultation bulletins or calls to action on twitter, we use technology to reach the widest audience possible in addition to the more traditional printed media, telephone and face to face engagement. Here are just a few statistics to give you an idea of how we are doing.



Volunteers

The use of volunteers in the work of Healthwatch Trafford is key to us being able to maximise our resources. We recruited 16 volunteers in 2013/14 and we hope to see this number increase in 2014/15. Throughout the year we have consulted with the board of directors (as volunteers themselves) and our existing pool of active volunteers about how best to involve them in the work of Healthwatch Trafford. In January we established a series of sub-committees made up of volunteers, each of which has a named board representative as a member. These sub committees help to identify issues that are appropriate for Healthwatch Trafford to conduct work on and they are also able to undertake pieces of work that support the paid staff in achieving the goals established within the organisational work plan.

The committees established cover the broad range of activities that we are involved in:

- Operational Committee
- Finance, Governance and Human Resources
- Marketing and Communications
- Young People and Families
- Health & Social Care

As well as participating in these sub committees, volunteers are very active in representing Healthwatch Trafford at events and meetings. They also act as ambassadors for us through general engagement with the public in their day to day lives. We have now developed an activity monitoring form that enables volunteers to record the number of hours that they contribute (and where they contribute them) as in the first half of the year in particular it was difficult for us to capture this information and so we can only estimate the total contribution of volunteers during the year. It is important not to forget all of the background work that volunteers undertake, which involves activities such as reading and analysing reports to feed back to committees and board meetings.

A minimum of £9000 is a conservative estimate of the monetary value of our volunteering based upon the average wage in Trafford of the hours worked by our volunteers.





Enter & View

Volunteers play a vital role in helping to ensure that Healthwatch Trafford gathers the information that matters to improve local health and social care services and Enter & View visits carried out by a dedicated team of volunteers are an extremely important part of the process. They enable us to see first-hand how services are operating and give us an opportunity to review services when changes have been made. These visits can be announced or unannounced and our right to Enter & View any adult health or social care premises or any children's Healthcare premises are backed up by law.

During 2013/14 Healthwatch Trafford has recruited Enter & View team volunteers from the local community. These volunteers have completed the guidance training that is obligatory before Enter & View visits can take place and with new volunteers continuing to come on board, a rolling training programme has operated during 2013/14.

In addition to the obligatory training, they have also had Dementia Awareness training provided and

facilitated by Age UK Trafford, Preparation for a Deprivation of Liberties (DOLs) and Mental Health Capacity Act training sessions, both facilitated by the Clinical lead and advisor for PREVENT Michel Le-Straad. This training was also undertaken by some of our other volunteers that are not part of the Enter & View team.

Those members successfully trained to carry out Enter & View visits are: Sandra Griesbach (Enter & View lead), Olive Dobbin, Ann Day (Healthwatch Trafford Chair), Irving Normie, Alistar Rowe, Bonnie Hadfield and Jean Rose.

Healthwatch Trafford is currently recruiting more volunteers to swell the ranks of the E&V team to drive forward the planned programme of visits for 2014 which, have already begun. Reports on visits carried out will be made available on the healthwatchtrafford.co.uk website, where they can be accessed as soon as they are ready to go into the public domain.



Patient Care Coordination Centre

NHS Trafford Clinical Commissioning Group alongside Trafford Council are in the process of designing and commissioning a service which will help support the delivery of integrated care for Trafford patients, as dictated in the New Health Deal for Trafford (and in the Healthier Together programme across greater Manchester).

The service is being designed to co-ordinate patient care in the integrated care system, making sure the patient will be seen by the appropriate team/clinician or service at the right place at the right time. It will link together both health and social care and will include treatment in nursing or residential homes, GP surgeries, hospital or in the community and include non clinical elements like patient transport.

The idea is for a Centre that will be a single point of contact that can ensure that “Patients should always get the right care at the right place at the right time, through an effortless journey”.

Healthwatch Trafford have been very involved throughout and are representing the interests of patients in the process. We are there to make sure that every element of the service design is suitable, appropriate and accessible for everyone that lives and uses services in Trafford. Beyond the implementation of the service and the design, we are also making sure that there are adequate systems to review performance, incorporate patient feedback and address complaints and concerns.

We feel this is the biggest single development in care in the borough since the NHS was born here at Park Hospital (now Trafford General Hospital) in 1948 and so are very pleased to have a role in its development, particularly as it will be the first of its kind in operation in the country.

We will be providing more information on developments as they are able to be made public via our website and social media.





Young People's Project

We are very keen to make sure that we are able to address the needs and concerns of children and young people in health and social care in Trafford, so we started a project with the Trafford Youth Cabinet to find out what their opinions and experiences were. The Trafford Youth Cabinet are a group of young people that meet on a weekly basis to discuss issues that impact young people in the metropolitan borough of Trafford.

We gave them the opportunity to identify the topics and areas they felt most strongly about and soon discovered several subjects coming up again and again. GP access was a very big issue for them, with most not knowing what they can go to the GP with, if their parents needed to be involved, where to find information on how to book appointments amongst other things. They also made it clear they have a large number of concerns about Mental Health services, specifically around access.

Full of ideas and issues they wanted to address, we got together with them and came up with a plan for them to put together a presentation to give to

Trafford Clinical Commissioning Group. In doing this, they could give their concerns and suggestions directly to GPs and those that commission some of the GP services.

We assisted them in creating and fine-tuning the presentation, including the main issues they had, the effects of these and proposed solutions they had come up with. We then invited them to give the presentation to the board of Healthwatch Trafford as an opportunity to run through before presenting to the CCG. We were very impressed with what we saw and offered up some constructive advice to help it have the impact they desired. The final presentation to the Clinical Commissioning Group will happen after this report has gone to press.

We would like to thank Mark Bailey from the Trafford Children & Young People's Service (CYPS) for his co-operation in making this project happen and all of the Young People involved for their enthusiasm, efforts and giving up their time to help improve how services are delivered in Trafford.



Information & Signposting

A key role of Healthwatch Trafford is to provide information to the public about accessing health and social care services and choice in relation to aspects of those services. It is equally important that members of the public know how to make a compliment, comment or complaint about those services.

We work closely with other organisations to ensure that our knowledge of available services, their processes and how they can be accessed is accurate and up to date.

Information and Signposting Requests

98 requests were received during the year

We have signposted or made referrals to:

- Age UK
- Independent Complaints Advocacy
- Trafford Housing Trust
- NHS 111
- Diabetes UK
- Patient Advice & Liaison Service (PALS)
- Health Ombudsman
- Individual service providers

Complaints & Concerns

As advocacy is not part of our role, the majority of complaints and concerns are referred to other agencies. However where there is no obvious referral pathway we will undertake additional work to make sure a concern is heard by the most appropriate body.



Finances

Finances for the six months ended 31 March 2014

<u>Income</u>	£
Income from TMBC	117,175
Other Income	26,500
Total income	143,675

<u>Expenditure</u>	
Staff Costs	40,291
Chairs remuneration for the year	7,500
Board expenses	135
Total cost of staff	47,926

Operational Costs	12,693
Activities	5,639
Other costs	18,332
Total costs	66,258
Surplus for the period	77,417

Funds remaining less other income	50,917
Forecast 2014/15 deficit	1,208
Funds remaining	49,709
Specific Reserves Created	39,802
Unrestricted reserves carried forward	9,907

Our reserves policy is based on the needs of Healthwatch Trafford to be able to fulfil it's obligations to both staff and creditors in the event that we are forced to cease operations at short notice.

*Healthwatch Trafford's finances were managed by Voluntary & Community Action Trafford (VCAT) between April and September 2013. Details of transactions for this period are contained within VCAT's accounts. The total contract value from TMBC for 2013/14 is £158,000.

**Healthwatch Trafford received £26500 in 2013/14 from NHS Trafford Clinical Commissioning Group for an agreed programme of research work.

Please note that these figures are produced from our Management Accounts and have not been independently verified as final accounts as these were not yet available at time of publication.

Next Steps

We are really excited about what the coming year holds for us and since April we have started the ball rolling on a number of projects. Our new engagement worker Holly has hit the ground running and has already got stuck in working with young people, developing a young volunteer programme, helping to plan a conference for Trafford young people with special educational needs alongside Trafford Council, gathering patient experiences in face to face meetings with the public (32 from May-June alone!), as well as meeting with groups and attending events such as the 'Step Out for Stroke' event held by the Stroke Association and Dementia Awareness week workshops.

We have launched the report on Patient Transport Services alongside the Greater Manchester Healthwatch organisations which was produced from the results of the survey that was carried out across the region of regular users of the service. It has gathered significant media interest and the report is available on the website healthwatchtrafford.co.uk/projects.

Our Enter & View panel will be embarking upon a programme of visits to cover a wide spectrum of services that the people of Trafford use. This will give us a snapshot of how these services are working from the point of view of the user; we can then use this to make recommendations or investigate issues that are highlighted by our panel.

We will be expanding the scope of our volunteering opportunities and developing exciting new roles. Combined with our new volunteer pack which is almost complete, there will be more ways than ever to get involved in the work of Healthwatch Trafford.

We also have a refresh of our website in the pipeline, as well as some innovative plans to collect patients views on services in Trafford. These developments will be shared via Twitter, Facebook & Google plus as well as our website when they happen.

Following the popularity of the leaflets we have so far produced (*Ten Top Tips to get the most out of your GP appointment* and *How to make a Comment, give a*

Compliment or make a Complaint about your health and social care experience) we will continue to identify areas we can inform and educate people to make better choices in their own care.



The creation of Trafford's Patient Care Coordination centre and the development of an integrated care system, along with overseeing the implementation of the recently passed Care Act, will give us at Healthwatch a huge opportunity to put the people of Trafford at the centre of the design of future services. At this key stage, it is more important than ever that residents and service users are involved in consultations, decision making and planning so we will be collecting as many experiences, views, and as much information as we can to ensure that services are as suitable for those that use them as possible.

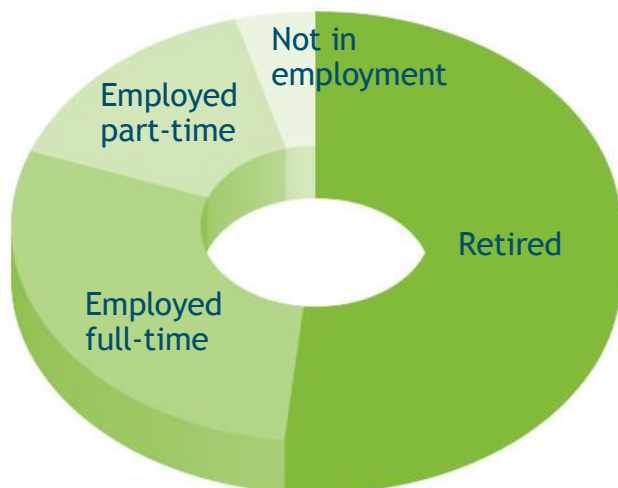
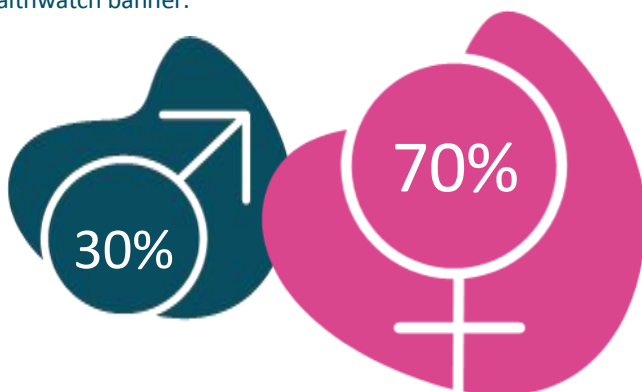


Membership

148
Individual or households

When we established Healthwatch Trafford, it was decided it would be best to retain the membership structure that Trafford LINK had before it. Although we will treat every resident of Trafford as a member, having a database of people that sign up to membership gives us a core group of people to approach whenever consultations happen, to receive news directly and help spread that news through their own networks. It also gives us a pool of people with an interest in health and social care to approach with volunteering opportunities, such as becoming a member of our Enter and View Panel. In addition, it gives us an opportunity to monitor the backgrounds of those people that we are involving to ensure we are representing the demographic of the area.

We subsequently decided it would be best to build a new membership rather than transfer those that were on the LINK database. As well as making it easy to avoid data protection issues associated with transferring information from one organisation to another, it also allowed us to start afresh and get a new perspective under the new Healthwatch banner.



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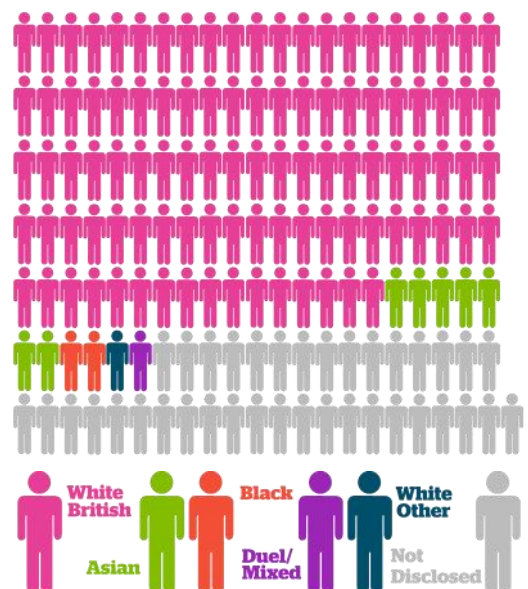
Not disclosed



Identify as not a carer

Identify as a carer

Not disclosed



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