

CEO Report

July 2023

Introduction

Welcome to my first CEO's Report as the CEO of Healthwatch Cornwall. I joined Healthwatch Cornwall on 9th May, so not a full 1st quarter. Since then I have been immersed in all things Healthwatch; ICS and ICB, QACs, staff, and most recently with the Management Team who are just back to full strength with the return of Natalie to her full duties.

I have attended 4 full day meetings of the Integrated Care Board (3 full Board monthly meetings and one 'away day' to discuss strategy and direction). From our presence at the ICB and discussions with the Director of Engagement and Communications we are establishing good working relations with the ICB and we are planned to be commissioned to work with Patient Participant Groups to use their 'stories' in our analysis and reporting and in training PPGs in engagement techniques, recording and reporting. Additionally, the ICB is keen for us to examine and report on ED, Minor Injuries Units and the 111 Service. The ICB is also looking at Personalised Care, based on the development of such approaches in West Cornwall, now adopted more widely and included in the NHS Plan. Healthwatch may be commissioned to assist in the roll-out of these approaches to primary care in Cornwall involving the VCS and other non-clinical interventions.

I have attended 2 rounds of the Quality Assurance Committees for Cornwall Partnership Foundation Trust and the Royal Cornwall Hospital Trust and one Joint Trusts QAC.

I have participated in a Virtual Ward Workshop for the ICS. Met with Debbie Richards CEO of CPFT, Ian Jones CEO of Volunteer Cornwall, and Emma



Rowse CEO of VCSF Cornwall. Further meetings are intended with the Chief Nursing Officer of the ICS and the Director of Public Health for Cornwall and the Isles of Scilly. I have also been invited to be part of the selection panel for the Director of Children's and Families Services for Cornwall (replacing Meredith Teasdale). All of this activity demonstrates that Healthwatch Cornwall is being welcomed back into the networks and forums that had been neglected in recent times and that our reputation and standing has improved.

Healthwatch Cornwall core contract work

Engagement

Another busy quarter for the Engagement team (1 x FT, and 1 x 0.2 PT Officer) who have attended a wide range of groups and events to both collect user feedback and also promote Healthwatch Cornwall. The team, including volunteers, have attended 42 engagement events including a very busy few days at Royal Cornwall Show, and also events such as the Spring Flower Show, health fairs and Job Centre Cost of Living events. We have also increased the amount of health care settings attended, in particular with a return to hospitals. The team estimated to have engaged with a total number of more than 1300 people during this quarter, and this should be reflected in an increase of 'have your say's' in the quarterly data report. The team have also participated in internal planning meetings to discuss the rollout of a research project concerning people's experiences of the cost of living crisis, and have supported with piloting the survey when the opportunity has arisen. They have also been discussing potential engagement work in the Emergency Department at RCH Treliske. The team have also proactively utilised social media to promote future and 'on the day' engagement activity, and also plan to update the website more frequently.

The team are also keen to continue to work with the Research team to help guide the outreach programme, particularly to be more proactive in



planning engagement opportunities either around particular focus topics, or by utilising our demographic data and health inequalities indicators to enable a more targeted approach. The development of the Research Project Officer role will support with this.

Mental Health and Suicide Prevention

This project, commissioned during 2022 by Public Health and CIOS ICB, which was carried out over 8 months to engage with 14 population groups and service providers for qualitative feedback on mental health prevention has now concluded. However, we are committed to ongoing evaluation and monitoring of the implementation of the recommendations, and it has recently been announced that a collaborative of local VCSE organisations, led by Cornwall VSF, have won the tender for the contract that this work fed into and influenced. 'People in Mind' will be developed using £5 million funding over 5 years, and will include health promotion, mental ill-health prevention and early intervention. Oversight will be conducted within the Prevention Concordat for Mental Health steering group, upon which HC have a seat, and JW has started to attend the monthly contract implementation meetings to ensure that recommendations are picked up within the service.

Dentistry

Our feedback continues to be amalgamated into the regional local Healthwatch update that goes to the quarterly Local Dentistry Network meeting and the picture of very limited access is mirrored across the region. With the delegation of commissioning to the Integrated Care Board we will ensure that our local intelligence is shared as part of the planned 'deep-dive' later this year that will inform the local commissioning in terms of the flexible contracting elements that are able to be applied as variation to the national contract. The local waiting list (estimated at 40,000 people) will be subject to a further evaluation to ensure that the most in need, together with all children on the list, will be prioritised as increased flexible provision is provided. More details can be found within the most recent ICB



papers. Healthwatch England continue to challenge the government about the need for urgent dental reform.

Research, Evidence and Projects

There has been continued work and training undertaken to develop reporting of our public feedback using Power BI – in line with plans. HH undertook a review and update of GDPR in relation to our data management, including an asset log, listing all the research team's data assets and risks / mitigations for each, and a data impact assessment for processing HYS feedback.

HC Work Plan aligned priorities:

Ensuring Equality – demographic data collection has increased this quarter, predominantly pertaining to the increase in outreach and engagement-related HYS collection. We will need to review our collection of data via other routes, specifically the phone line.

Palliative and End of Life Care – NS continued to support the development of the Cornwall and Isles of Scilly Palliative and End of Life Strategy Board early on in the quarter (prior to absence). Excellent progress has been made with a new governance structure and strategic approach being implemented. The My Life My Death Healthwatch Cornwall 2018 report will continue to inform the new strategy being developed – along with our current public feedback. The first meeting as a newly formed 'P&EOL Strategic Alliance' in June signed off its first action relating to the EOL Charter as described in our last quarterly Board update. NS is meeting with the newly appointed CloS ICS EoL lead in July and has regular contact with key stakeholders. HH undertook a thematic review of our EOL feedback having identified an increase year-on-year in EOL related feedback, which will inform our joint approach moving forward.

General Practice – NS met with PCN and ICA leads and will begin meeting with a small number of PCN/Practice Managers to scope out potential joint working in Q2.



Dementia and Memory Loss – NS (and with the support of colleagues in her absence) continues to work with key stakeholders aligned to the Dementia Programme Board and Partnership Boards to maximise the impact of this work and the report recommendations – including the development of the new dementia strategy and delivery plan.

Adult Social Care – Concerns related to access to and experiences of adult social care remain a focus through our specific research projects, and inform our feedback to the Carers Partnership Board, Dementia Partnership Board, Dementia Programme Boards and stakeholder conversations.

ED – SJ and JS planned a scoping activity and survey questions for a visit to ED in early July informed by current feedback, system-wide insights, previous HC research (12 Hours in ED 2016) and local Healthwatch activity. The initial feedback will be analysed to produce a 2 page (approx) informative report to shape future broader activity and in respect of potential future ICS projects.

Cost of Living Survey – Survey consultation and design was completed, followed by a soft paper-based launch in June. A wider, public launch in early July will kick off this project with the aim of understanding how the cost of living crisis is impacting people's access to health and social care locally.

Commissioned Projects:

Ageing Well

Commissioners reviewed a final draft resulting in minimal amends in June. We await a suitable quote and final sign-off ready for publication in July – pending the response of the SRO.

Partnership Boards

- Attended RCS and Blue Light Day. We made many connections with both professionals and people with lived experience – through the



latter in particular – for the Learning Disability (LDPB), Autism (APB) and Carers (CPB) Partnership Boards.

- The staff team met with commissioners in May, with a focus on the CPB and Older Persons Partnership Board (OPPB). Cornwall Council have now completed actions from this meeting and we now have a “pull” to restart the OPPB within the Older People and Frailty Strategy.
- The review of the LDPB will be completed during August with a view to agreeing new ways of working at the 7 Sept meeting. If successful, there is potential for amending the ways that all Partnership Boards (PBs) operate in order to enable us to have more hands-on roles and have more easily demonstrable successes.
- Commissioners have acknowledged that the amount of Adult Social Care work that the team has been involved in is unsustainable and goes beyond the remit of the PBs and expressed surprised that they are managed by only two part-time staff!
- We attended the Safeguarding Adults event, which was at the Atlantic Hotel, Newquay. This was mainly engagement with carers and carers groups/organisations.
- We also attended the Blue light event and Royal Cornwall Show. It was lovely to note that both were supported by volunteers from the LDPB and APBs.
- Mapping the Social Prescriber network has now been started, this will increase engagement directly to the leads of services and create more awareness of the boards, their function and hopefully recruitment where possible. A presentation at a future Social Prescriber network meeting is on the cards.

Maternity Projects

Kernow Maternity Voices Partnership

In March 2023 NHS England published its 3 year delivery plan for maternity and neonatal services in England, KMVP has been reviewing this plan in



partnership with the ICB and RCHT and using it to inform our workplan for this year. Throughout quarter 1, KMVP has been continuing our work to embed service user voice across the quality and safety surveillance structure of RCHT maternity and neonatal services. We have scoped out the neonatal governance process and identified opportunities for strengthening involvement in meetings such as Neonatal business and governance and Neonatal audit and clinical guidelines. This will bring our involvement in neonatal more in line with our involvement in maternity.

In April, KMVP supported RCHT in their second community of practice doula roundtable meeting. This is all about creating connections across the perinatal community and ensuring we are able to have open two way communication as well as learning from the wealth of intelligence doulas and birth workers have, the next meeting is planned for July. KMVP also supported Devon and Cornwall ICBs to progress with their plans as part of the national pilot for independent senior advocates for maternity and neonatal services. KMVP have also been involved in ongoing recruitment across RCHT including recruitment of a new birth reflections midwife.

In May KMVP senior lead attended the South west perinatal team awards ceremony along with a team from RCHT, Nicki was awarded the first runner up award in the service user engagement category. KMVP also jointly led a 2 day insight visit to maternity and neonatal services alongside the ICB and regional perinatal team. Across these two days we visited clinical teams both in the community and acute settings, met with senior leaders and staff from across the services to hear about some of the amazing work already ongoing and also learn about what support the service needs to implement the vision of the 3 year delivery plan.

In June KMVP attended the Royal Cornwall show alongside Healthwatch Cornwall, speaking to hundreds of people across the 3 days and giving out hundreds of cupcakes and stickers! We have also been working alongside the community matron to review and update the Personalised Care and Support Plan and as part of the Kernow parenting journey project we have



been reviewing the content of maternity natters (Online facilitated antenatal education sessions) and developing a plan to look at the future of parenting support and education across the system. Some of these pieces of work include:

- Review of maternity natters content to ensure it is aligned with updated national guidance.
- Reviewing PCSP content and incorporating it into green notes
- Exploring digital options for recording and sharing PCSP with the pregnant person
- Developing prompts for community midwives to help guide personalised care conversations.
- Working alongside the community team leaders to develop extra resources to support informed decision making.

Next steps include developing bite size information videos about the key topics covered in maternity natters such as Pain relief options for labour, pelvic health, modes of birth to ensure consistency of information and availability.

There were multiple national documents published which relate to maternity and neonatal services so in June KMVP attend a whole day away with the governance and leadership teams from RCHT to be able to scope, understand and plan our programme of work to respond to the multiple national drivers and requirements around safer, effective care, training and reporting.

All this work continues to be informed and influenced by a diverse programme of engagement led by our engagement officer which enables families from across Cornwall and Isles of Scilly to engage and share their experiences of care, this quarter this engagement has taken place in multiple areas and events including community health visitor clinics, breastfeeding support groups WILD supporting young parent groups and events such as the flower show.



Kernow Parenting Journey

Following the successful Phase 1 of this project which was completed at the end of 2022/23, work has started on supporting the roll out of the programme across the county.

Initial plans for a separate, but linked project to facilitate Parent/Carers Panels was suspended indefinitely due to uncertainties over scope and funding but discussions are ongoing with the Local Maternity & Neonatal Service (LMNS) for a grant agreement to continue the training element of the programme and liaison between the various services involved in the programme, with the intention to amalgamate the budget with KMVP to have a budget for hosting maternity projects in Cornwall.

Updates on other issues and projects

Integrated Care System (ICS)

Significant improvements are being made in some key areas (elective surgery for instance with additional capacity approved and mental health/CAMHS) but others are still lagging particularly dentistry which together with ophthalmic and pharmacy is now within the remit of the ICB rather than regional NHS control. Underspend in the Dentistry budget (not enough NHS dentists to spend it with) is being considered for funding emergency dental work given the needs particularly of children without access to an NHS dentist.

Marketing and Communications

The comms agency SBPR Ltd was chosen after a comprehensive tender process to produce the 2022/23 Annual Report and the 10th Anniversary Celebration booklet, with the extra request for improving our comms generally and providing press releases as and when required.

Website traffic stats show 7,600 unique users from April to July, this is an overall increase of 33.8% from the same period last year. This might be due



to the revamp of the website and useful signposting information, and the support received from SBPR Ltd in producing press releases that provided content for regular website refreshing – the top 3 pages are:

- Finding an NHS Dentist
- Why being by the sea is good for your mind
- Work with us

There has been an increase in the number of social media posts. This quarter we have increased engagement by 74% on Facebook and 64% on Instagram; as well as increased followers on Facebook and Instagram by 30 to 40%. The most interacted posts are shown below:

Instagram

- SpeedoMick visit to the April Board meeting – Reached 271 accounts
- Cornwall Garden event video – reached 234 accounts
- Role advertisement – CEO – reached 207 accounts

Facebook

- Team Dementia – Natalie celebrating NHS 75 years – reached 1,400 accounts
- Speedomick visit to the April board meeting – reached 961 accounts
- KPJ advertisement post – register interest – reached 917 accounts

Annual Report / Healthwatch 10-year Anniversary

The 2022/23 Annual Report was prepared and published in Q1.. The report has been well received with press and publicity and a positive response from the sector and our partners to the achievements, impact and progress Healthwatch Cornwall has made in the year.

A report and presentation is being prepared to celebrate 10 years of Healthwatch Cornwall. A format for the publication is prepared and content being produced to highlight the great achievements, impact and potential that Healthwatch offers and to demonstrate the ways in which we can and have influenced the health care system in Cornwall. One feature



of note is that Jody Wilson had just completed 15 years in her role with Healthwatch and the predecessor organisation – Link and is our longest serving member of staff. We gave her a special bouquet of flowers to recognise and thank her for all her work during the Anniversary celebration year.

Internal and staffing issues

There have been some staff movements during Q1.

Nick Bailey was appointed as our new CEO and started in role in early May. Following an intensive induction and meetings with key stakeholders he is now a recognised point of contact with commissioners and providers of health and social care services and is a welcome addition to bring our management team up to strength.

External facilitators the Critical Friend and Awaken were utilised to provide some 1-2-1 and mentoring support for the management team.

The 2023/24 KMVP/KPJ funding has not yet been finalised and the Project Coordinator for KMVP and KPJ left the organisation at the end of June. A job description is being finalised and we expect to start recruitment shortly.

The Comms Officer resigned during probation and the decision was taken to tender for a comms agency as outlined above.

The person appointed to coordinate the parent panels within the KPJ project also resigned during probation and due to funding uncertainties has not been replaced.

As an addendum to this section, the Administrative Apprentice has now completed the formal college learning for the apprenticeship and has given notice as she has sourced alternative employment well suited to her skills and qualifications. While meaning HC will need to recruit for a new Administrator this is a positive endorsement of the mutual benefits of such an apprenticeship to the individual and the organisation during the apprenticeship period.



Priorities July to August 2023

- MoU with the ICB
- Contract and Re-Contracting discussions with Cornwall Council for the Core Contract and Partnership Boards
- Continued discussions with the ICB about the strands of work with Healthwatch and defining what is within Core Contract and what will need to be commissioned
- Peninsula Acute Services Focus Group with Healthwatch Devon, Plymouth & Torbay
- Cost of Living Survey
- Scoping of ED work
- Healthwatch England - ICS and Healthwatch Partnerships Support Programme - jointly with the Director of Engagement and Communications for the ICB CloS
- Healthwatch Cornwall's 10 Year Anniversary celebrations
- Recruitment for admin vacancy
- Induction of new Directors

NICK BAILEY

HEALTHWATCH CORNWALL

July 2023

