



Strategic Plan 2015/2016 (Draft)

Healthwatch Surrey C.I.C.
May 2015

Strategic Plan - 2015/16

Introduction

This Strategic Plan sets out how we will achieve our vision:

- to improve health and social care services and outcomes for people in Surrey

We do this by:

- being an independent consumer champion ensuring that the voices of consumers and those who use services in Surrey reach the ears of the decision makers; and
- providing the NHS Complaints Advocacy service

This plan includes our key areas of responsibility, goals related to these and a high level description of how we intend to achieve these. It also sets out our existing priorities for our activity within Health and Social Care along with an outline of projects we have committed to carry out scoping or have committed to our work plan.

The plan has been driven by a set of Strategic Objectives, is supported by a detailed activity plan and is pursued in line with the values and principles agreed by the Healthwatch Surrey Board.

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Strategic Objectives

This plan has been driven by our Strategic Objectives:

- Healthwatch Surrey is the respected, trusted and credible voice of the consumer within the Health and Social Care System in Surrey. We are integrated within the system while maintaining our independence from it and our objective perspective. **(SO 1)**
- Healthwatch Surrey's role, function and services are known and understood by consumers who readily contact us. **(SO 2)**
- Decisions Healthwatch Surrey takes, the contribution we make and our influencing, are based on robust evidence and knowledge. **(SO 3)**
- Healthwatch Surrey operates and is seen as 'One Organisation' with a unified approach. Our customers interface with "Healthwatch Surrey" regardless of how, why or where they come into contact with us. **(SO 4)**
- Healthwatch Surrey has robust strategic and operational plans, backed by processes that enable regular review and updating. **(SO 5)**
- Healthwatch Surrey has comprehensive performance measures in place that clearly demonstrate how we are performing and assist our continuous improvement. **(SO 6)**
- The Healthwatch Surrey social enterprise has secured a growing and sustainable future. **(SO 7)**

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There are five Key Results Areas under which we have identified how and what we will achieve in 2015/16;

- **Empowering people with information, advice and advocacy** (links with SO 2)
- **Listening to and engaging people who have views or experiences of services** (links with SO 2)
- **Shaping and challenging services** (links with SO 1)
- **Creating rewarding volunteer experiences** (links with SO 1 & SO 7)
- **Developing a sustainable organisation** (links with SO 7)

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We will:

- Continue to raise awareness that Surrey CABx are delivery partners in Healthwatch providing information and advice
- Widely publicise the new arrangements for advocacy services for NHS complaints in Surrey
- Develop and implement a new Communications Strategy to increase public awareness of Healthwatch Surrey, our Helpdesk and website as means of contacting us
- Work with the Surrey HUBs to raise awareness of Healthwatch Surrey services
- Monitor the experience of people contacting us for information, advice and advocacy

Desired impact: People in Surrey know how to - and are supported to - get the most out of health and social care services

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Listening to and engaging people who have views or experiences of services

We will:

- Increase the number of engagement events we attend or stage ourselves to reach a larger number of people
- Pursue more marketing and advertising opportunities to increase public awareness of Healthwatch Surrey
- Identify seldom heard groups and arrange engagement events specifically for them
- Initiate and actively participate in the VOICE network

Desired impact: People in Surrey are able to share their views and experiences with us which directs - and strengthens - our ability to shape and challenge services

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Shaping and challenging services

We will:

- Provide more support for the Healthwatch Surrey representative on the Health & Wellbeing Board
- Establish a regular and effective platform with all local commissioners to enable Strategic Ambassadors to shape and challenge services
- Develop methods of briefing and supporting Strategic Ambassadors in their role
- Encourage project proposals from our volunteers and the VOICE Network that reflect the needs and views of people in Surrey
- Implement a number of projects that result in reports that raise awareness of the views and experiences of people in Surrey
- Maintain a set of priorities that reflect the needs and concerns of local people, around which we will focus our activity

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Priorities

Our Board review and agree priorities based on the available evidence each quarter. These priorities drive our work with decision makers. In order of priority, these are:

- Improving the experience of making a GP appointment
- Amplifying the voice of Young People
- Making it easier to make NHS complaints
- Increase involvement of people, patients and service users in decision making
- Promote and support people, patient and service user focussed cultures

Projects

The Board prioritise its projects each quarter. At least four projects will be completed this year. As of 23/04/2015 the following project had been committed to the work plan:

● **How people over 65 interact with Primary Care Services**

This project seeks to bring to the attention of decision makers the behaviour and attitudes of people accessing primary care services in Surrey through a series of focus groups to contribute to the debate about solutions to improving access and peoples experience of making a GP appointment.

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Primary care services are the most frequently talked about service in our conversations with people and the most frequently recorded topic and sub-topics are “Access to services”. Our report *Getting an appointment with your GP (July 2014)* also identified specific issues in making appointments.

The project will support the Surrey Health and Wellbeing Boards priority to improve older adults’ health and wellbeing (REF). We also know that this community is one of particular interest to the local health economy as it will be increasing by 13% by 2020 (JSNA Chapter: Older People).

Desired outcomes and impact:

- The system wide task group prompted by Healthwatch Surrey’s report *Getting an appointment with your GP* and initiated by NHS England will consider the findings in its discussions about improving GP access.
- The findings influence decision making.
- The impact of decisions made are improvements in experiences and outcomes for people accessing GP services.

We have committed to scoping the following projects:

Investigation into Care at Home services

This project seeks to further explore the views and experiences of people receiving Care at Home and in particular to identify areas that require improvement and to seek out good practice.

There is particularly strong evidence from the experiences reported to us that people using these services are having proportionately more negative experiences than many other services. Although the overall number of

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reports is low (60 experiences in 12 months) we feel that further investigation is required. These numbers should also be seen in the context of what we consider to be a seldom heard group, given the barriers that exist to getting their voice heard.

The project will support the Surrey Health and Wellbeing Boards priority to improve older adults' health and wellbeing as over 85's are particularly intensive users of this service. We also know that this community is one of particular interest to the local health economy as it will be doubling by 2033 (JSNA Summary)

Desired outcomes and impact:

- We make recommendations for service improvements informed by what people tell us and these are adopted by providers and commissioners.
- The impact of implementing these recommendations is that experiences and outcomes for people using Care at Home services improves.

Views of the seldom heard: The mental health and emotional wellbeing of young people

This project seeks to bring to the attention of decision makers the lived experience of young people that have had issues related to emotional wellbeing through a series of recorded discussions.

Our report *Our Health Matters: The views of young people in Surrey (November 2014)* identified that the top four health concerns for this community all related to emotional wellbeing. This is also a group of people that we have identified as underrepresented in the experiences and views that we capture. A poll during the Healthwatch Surrey Listening Tour 2014 also suggests that Mental Health was a top priority for those interacting with us.

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The project will support the Surrey Health and Wellbeing Boards priority to improve children's health and wellbeing. This community has been identified as one with particular emotional wellbeing and mental health needs (JSNA Children's Summary Analysis).

Desired impact:

- We have raised awareness of the emotional wellbeing of young people with decision makers and the general public.
- The impact of raising awareness to this issue results in improved experiences and outcomes for young people with issues related to emotional wellbeing.

Desired impact: The views and experiences of people in Surrey are used to improve services and outcomes for people

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Creating rewarding volunteer experiences

We will:

- Make greater use of volunteers in engagement events
- Encourage volunteers to fulfil more than one role so that they have a more satisfying participation in Healthwatch Surrey
- We will undertake targeted recruitment activity to bolster volunteer numbers from the East Surrey CCG area and to enlist Strategic Ambassadors for each CCG area
- We will provide development opportunities, support and supervision to our volunteers

Desired impact: An increasing amount of activity that achieves improved outcomes for people in Surrey

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Developing a sustainable organisation

We will:

- Seek out commissioned research projects
- Pursue an opportunity to provide the 'Experts by Experience' service for the Care Quality Commission
- Investigate the opportunity of providing a paid service for visiting provider locations (similar to Enter & View)
- Conduct a review of forthcoming guidance from Healthwatch England on sustainability of local Healthwatch

Desired impact: On-going activity that achieves improved outcomes for people in Surrey

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