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Q1

Healthwatch West Berkshire

First Quarter Report to Health and Wellbeing Board

April - June 2013

A service delivered by



Supporting families,
changing lives, building futures

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Executive Summary

Healthwatch West Berkshire has been in the spotlight, particularly with Healthwatch England since its launch as the 'first' officially working and constituted Healthwatch in the UK on 18 March 2013. Indeed by 1 April, the commencement date for service of Healthwatch nationally, Healthwatch West Berkshire had a full complement of directors both executive and non-executive, a dedicated office in Newbury and a fully functional administration together with a comprehensive 'cogs and wheels' service provided by Family Resource Centre UK.

Our success has been due mainly to the robust structure of the service model that has been constructed for Healthwatch West Berkshire that serves to drive Healthwatch via its governance and also largely in part to the service model being lead and managed by a single organisation - Family Resource Centre UK. The advantage of a single organisation providing the lead is that the very tight budget can be applied across the entire functions of a mature organisation. Thus applying to the delivery model portions of time from multiple skill sets such as marketing, design, IT, governance, training, finance etc rather than having to rely on the limited skill sets of what would be a very small team if the budget had to wholly support specific salaries as well as overheads. For West Berkshire, this has worked well and Family Resource Centre UK has been able to apply its full office backup as well as the added value and social resources of local knowledge, regional profile and extensive network.

The website that is used by Healthwatch West Berkshire has been wholly developed and deployed by Family Resource Centre UK. The Healthwatch England free 'website in a box' was found to have many problems and poor functionality once deployed. Therefore, although this was an initial drain on resources, it has proved very worthwhile and we are now one of the top functioning websites for Healthwatch in England. We also have an excellent social networking side via Twitter and Facebook, thereby ensuring our web presence has high visibility both locally and nationally.

Since this is the first quarterly report, it would be good to note that Healthwatch West Berkshire (CIC) Ltd is a standalone community interest company registered at Companies House. The executive directors are:

- **John Ellis** - Chairman of Family Resource Centre UK and a Business and HR Consultant
- **Heather Hunter** - Economist and Chief Executive of Family Resource Centre UK.

The recruitment of non-executive directors was made via an open recruitment procedure and full job descriptions were issued with the advertisements which went West Berkshire wide through local papers, charity networks and business news. There were six applications for roles but one applicant was found not to be eligible and after a robust interview procedure the following persons were selected:

- **Dr Adrian Barker** - consultant and researcher who we have appointed to represent West Berkshire at Healthwatch England meetings. Adrian also attends other meetings such as the Clinical Commissioning Group.
- **Lady Emma Stevens** - a full time carer for her husband with dementia, Emma represents Healthwatch West Berkshire on the Health and Wellbeing Board.
- **Waheeda Soomro** - Chief Executive of an organisation that represents ethnic minority interests. Waheeda has been elected the Non-Executive Chairman.
- **Martha Vickers** - a retired Health Visitor and Town Councillor of many years standing. Martha will take an active role and is the officially appointed spokes person if required.
- **Samantha (Sam) Silvester** - a nutritionist with a passion for children and young people's health and wellbeing.

The leading support personnel for this contract are all employed by Family Resource Centre UK:

- **Heather Hunter** - Lead Officer
- **Man Lui Clark** - Development and Outreach Officer
- **Jackie Mullinger** - Administration
- **Faith Sanderson** - Marketing and Development

There is a full Rolling Operational Plan (ROP) that is reviewed fortnightly to ensure that the implementation of services is on track and that internal as well as external matters are reviewed. The plan to date with its relevant notes is in Section 1 of this report.

Together with the Implementation Plan there is a Marketing and Development Plan that has been approved by the Board.

Heather Hunter
Lead Officer
July 2013

Section 1 - Implementation/Rolling Operational Plan

| Objective | Performance Indicators | Evidence of Achievement First Quarter April to June | Planned Activity |
|---|---|--|---|
| A. Development Phase mid February to March 31st 2013 Pre-delivery | | | |
| Structure and governance of delivery vehicle to be agreed and completed with commissioners | The governance structure was agreed with commissioners in early march and presented to the public at an open meeting on 18 th March. | The Healthwatch CIC was formed and registered at Companies house in March. Advertisement, interview and selection of non-executive board was complete by April the 1 st . All relevant board roles were allocated and three meetings have taken place. A head of the Healthwatch Champions board was appointed in May and the chairman of that board also attends the main Healthwatch board meetings. | Healthwatch is driven by its governance and the structure requires monthly review of targets and responses to complaints or actions monitored. The monthly Board meeting serves to monitor progress and engagement activity on a regular basis. |
| Obtain sign off approval of operating model from national Healthwatch | The operating model was operative from March and approved. | The acceptance of the CIC as registered by Healthwatch and its inclusion in the final contract between West Berkshire Council and FRC UK notes that Healthwatch West Berkshire CIC Ltd is the delivery vehicle. | No further active amendment or change to the current registration is planned. |
| Setup of website/s and social networking sites - obtain domain name from national healthwatch | Website set up. Social Media Set up. | <ul style="list-style-type: none"> - Domain name obtained from healthwatch England. - Website set up and full operational since mid March 2013. To date over 780 visits to the site, over 4700 pages views with 61.7% new visitors www.healthwatchwestberkshire.co.uk - Social networking sites on facebook and twitter set up and operational. Over 300 followers combined over both sites - with exposures, reposts and retweets reaching followings of over 3000 on reposts of outreach/event tweets www.facebook.com/healthwatchwestberkshire www.twitter.com/healthwwberks | <ul style="list-style-type: none"> - Using the analytics on a monthly basis to further develop and update the site. - Use targeted online campaigns to target responses to those who use online media. - Test, analyse and improve current reach and remit |
| Liaise with national Healthwatch to gain access to database | <ul style="list-style-type: none"> - Liaise with National Healthwatch - Access a central database | <ul style="list-style-type: none"> - Healthwatch West Berkshire active members of the healthwatch HUB: sharing and information facility for local healthwatch organisations - Published on Healthwatch England main site to direct traffic to our own site | <ul style="list-style-type: none"> - Establish outcomes and information uses/ needs on main Healthwatch England hub. |
| Setup internal administrative structure including, training and telephone support | Administration structure in place. Training and | <ul style="list-style-type: none"> - Healthwatch West Berkshire administration team selected - Project set up, assessment and delivery planning in place. - Training of new members of the administration and outreach teams | <ul style="list-style-type: none"> - Monthly meetings take pace with all administration and project team members to be advised and informed |

| Objective | Performance Indicators | Evidence of Achievement First Quarter April to June | Planned Activity |
|---|--|--|--|
| from day one to assist new stakeholders as well as clients | support in place. | <ul style="list-style-type: none"> - carried out over 1 week - Telephone support and operational administrative team was ready and place ready for launch date. - Training included: background information of Healthwatch, local and national impact, handling of calls and signposting of information, complaints referral and gathering of information, dealing with difficult calls, local demographic knowledge, safeguarding and working with people with additional needs. | of: any changes, feedback and improvement of services, complaints, improvements, new updates in regard to signposting and any local / national developments affecting the service. |
| Meet with LINK to establish transition process and data capture | Meeting with LINKs established - sharing of data and transition progress agreed | <ul style="list-style-type: none"> - - Sharing of contacts (400) eventually shared after chasing for information - LINKs Legacy document was never written by LINK Manger, - FRC employed Man Liu Clark formerly with LINK, she is highly knowledgeable of the local area and work carried out by LINKs. - Man Liu Clark was employed by Family Resource Centre UK to work on Outreach, development of the project and engage with communities. | <ul style="list-style-type: none"> - Man Lui working on furthering the development of Healthwatch West Berkshire in conjunction with any information and data carried over from LINK - A recent request has been made for all missing information to be handed to Healthwatch West Berkshire |
| Briefing of FRC staff | Staff briefings | <ul style="list-style-type: none"> - Staff teams within Family Resource Centre where briefed on all areas of the new Healthwatch West Berkshire CIC - Staff within the Charity whether involved with the project or not all joined the training given to the Healthwatch administration team to better understand the new project. | <ul style="list-style-type: none"> - All FRC teams attend the monthly meeting at the charity and hear about monthly stats, developments, improvements and any changes which would impact them. |
| Recruitment and training of Local Healthwatch champion/s from other organisations | Recruitment of Champions. | <p>Recruitment made for the Chairman of the Healthwatch Champion board - Champion board chair is Mr John Holt.</p> <p>Recruitment made of over 10 key Healthwatch Champion community representatives.</p> <p>John Holt heading up forming HW Champion board, who will then decide on further recruitment and training of Local</p> | <p>Training course set for new champions - safeguarding, outreach, communication, disability awareness and governance.</p> <p>Healthwatch Champion board - further development with its new</p> |

| Objective | Performance Indicators | Evidence of Achievement First Quarter April to June | Planned Activity |
|---|--|---|---|
| | | Champions. | chair. Campaign for new Champions with planned activity. |
| Training of FRC staff to be Local Healthwatch advisors | All staff who answer the telephone have been trained as potential Healthwatch advisors | Several staff are available to answer the telephones and all are trained in Healthwatch triage of calls. All staff are aware of the referral system and have a list of possible areas for signpost including SEAP | As new aspects of Healthwatch arises the telephone operatives are brought up to speed on new matters or made aware of possible issues |
| Communication and Marketing strategy development | Formation of a communication and marketing strategy | Full Communication Marketing Strategy already implemented, presented to Healthwatch board. Achievement of first part already underway in current event, outreach and work. Full Marketing Strategy and plan included from Page 12. | Work being carried out methodically in accordance with the communication and strategy doc. This document is organic and has all current feedback and outcomes of activity fed back into the strategy document so best marketing practice can be achieved in accordance to response. |
| Local mapping and research exercise into groups and organisations | Quality and comprehensive information of groups. | Large database source has been gathered from March - present continually being updated. Currently data source at over 500 organisations including (surgeries, Dentists, health centres, Children's Centre's, Community groups, schools, Community groups, Charity organisations etc.). Mailout - mailing to Health related organisations complete. Charity organisations - all contacted and healthwatch West Berkshire introduced. | Ongoing - ensuring quality of data. |
| Development of data base | Database in usable and readable format | Comprehensive Database gathered. The resource and outreach team continually adding to and updating this database list. | - Further development, approaching other organisations to share data and to use to |

| Objective | Performance Indicators | Evidence of Achievement First Quarter April to June | Planned Activity |
|---|--|---|--|
| | | Tailored and targeting information already sent to health groups gathered on database. | <ul style="list-style-type: none"> - distribute further targeted information. - Targeted partnership campaign planning for this summer using database as per HW 3rd Board meeting. |
| Website testing | Website launched | <p>Website launched before 1st April 2013. Analytics being gathered for first quarter to implement into changed to main site.</p> <p>Website most visited - Get involved, Volunteer, news and events. Working with this to change the look of the site to include what viewers are looking at most. Integrate the analytics into how we re-shape the content. Visits to site include: 843 visits, over 5000 page views, 38.3% returning visitor, 61.7% new visitors.</p> | <ul style="list-style-type: none"> - Integrate analytics and most visited into page changes and updates - Running a web survey on the functionality of the site and implement changes. Ongoing |
| <p>Stage 1 consultation survey</p> <p>Community engagement events</p> | <p>Surveys sent out</p> <p>Events booked / responses logged and analysed. Improvement made for further</p> | <p>Survey / Poll</p> <p>Opinion poll on 'health priorities' launched in May/June which is now closed - first opinion poll survey - 70 applicants responded. Breakdown of full survey attached to report. Full report Pg. 34</p> <p>Second opinion poll on 'social care' priorities agreed at 3rd HW board meeting, finalisation of questions and mail out in July.</p> <p>Events</p> <p>1 x pre engagement event for voluntary organisations on the 6th March with over 30 groups attending over 2 sessions. These same groups + other voluntary organisations as per the Healthwatch West Berkshire database have all been contacted and receiving a new 'partnership campaign' which was agreed at the July board meeting.</p> <p>Events - carried out</p> <p>Joint Event with Healthwatch West Berkshire and WBILN 'Keep caring and carry on' - 14th June - 14 speak out forms</p> | <p>Areas for the summer outreach work:-</p> <p>Locations and further work being researched for areas within: Lambourn, Pangbourne, Chieveley and Thatcham. More research into good locations / responses.</p> <p>Booked 12th August Lambourn Co-op Outreach stand</p> <p>Rural area locations also being gathered as meetings progress with different community organisations.</p> <p>Outreach for later in the year which is already booked:-</p> <p>Booked Stand at the Newbury Community Hospital / week to engage with patients and</p> |

| Objective | Performance Indicators | Evidence of Achievement First Quarter April to June | Planned Activity |
|---|---|--|---|
| | | <p>completed and information given out</p> <p>Culture Fest - 29th June - 23 speak out forms/views gathered. 8 new champions.</p> <p>1st July - Newbury Tesco 13 outreach forms completed + new member forms gathered.</p> <p>8th July - Hungerford Tesco: 17 forms gathered. Good engagement with community.</p> | <p>Staff. 2 dates spanning w/c 23rd September and w/c 25th November.</p> <p>Newbury Show in September</p> |
| Join and attend local Clinical Commissioning Group meetings | Join the CCG meetings | <ul style="list-style-type: none"> - CCG meeting attended on the 2nd May - by Adrian Barker our HW International and Local Representative board member and Man Liu Clark our Development Manager. - Adrian Barker has just attended the most recent CCG group meeting on the 11th July | Healthwatch will attend any future meetings where it is appropriate for HW to be there. |
| Join and attend shadow Health & Well Being Board in preparation of launch of full Health & Well Being Board | Attend appropriate meetings | <p>The Health and Wellbeing board meetings attended:</p> <p>25th April: Lady Emma Stevens & Natausha Van Vliet</p> <p>23rd May: Dr Adrian barker</p> <p>25th July - Heather Hunter - HW Lead Attending</p> | Attendance of all future Health and Well Being Board meetings will be attended. |
| Community engagement work | Out in the community doing outreach. Attending events and contacting groups. | <ul style="list-style-type: none"> - Community Outreach and events programme in operational. All events produced / feedback / engagement detailed in phase 1 above. | <ul style="list-style-type: none"> - Future events and 'on the road' outreach planned in marketing strategy |
| Promotion of Local Healthwatch to wider community acknowledging marketing and branding guidelines | <p>Promotional work taking place. Using Healthwatch guidelines.</p> <p>Many new promotional items designed.</p> | <ul style="list-style-type: none"> - All new promotional items designed, proofed and printed. - Differentiating publications as per groups being targeted. - Promotional materials produced include: Key message groups brochures, leaflets, A4 and A3 posters, healthwatch champion registration forms, HW Speak out forms and advertising outreach stand pull up banners. Please find examples in Appendices from Pg 60 | <ul style="list-style-type: none"> - 'Partnership campaign' which will be launched over next few months to promote Healthwatch to groups. - Further use of the HW database to target and promote healthwatch to varying demographic |

| Objective | Performance Indicators | Evidence of Achievement First Quarter April to June | Planned Activity |
|--|---|--|--|
| | | <ul style="list-style-type: none"> - Printed materials have also included all new branded HW business cards for Board members - Database has been used to promote healthwatch, send out promotional and informative material to GP surgeries, healthcare organisations and charities. - Promotional materials used, given out at events and outreach. | groups within West Berkshire |
| Continued attendance of statutory meetings | Attendance of meetings | <ul style="list-style-type: none"> - All current and up-coming meetings are logged within out Healthwatch West Berkshire shared drive. All board members can access this and log their attendance. - This achieves a good coverage of current and future events to ensure a HW presence - Please refer to the Events and meeting agenda document included on Pg.22 | <ul style="list-style-type: none"> - Future meeting dates and attendees are listed in the events and meetings document attached in the 1st quarterly report - Attendance of all 'open' meetings which are appropriate for Healthwatch to attend. Non-attendance of 'closed meetings' unless under invitation as advised by the CQC so as to remain an independent body. |
| Implement all national structural changes in governance | Implementation of structural changes in governance. | <ul style="list-style-type: none"> - Healthwatch England share all changes and information with Healthwatch West Berkshire through regular informative emails / plus through the hub - Any structural changes in governance that need to be implemented will be actioned accordingly through Healthwatch West Berkshire (brought to the board and best methods of information distribution agreed). | <ul style="list-style-type: none"> - Monitoring of online media and headlines - Monitoring of all email communication from Healthwatch England and governing bodies - Actioning of changes as needed |
| Implement all national structural changes for delivery | Implementation of national structural change for delivery | <ul style="list-style-type: none"> - Healthwatch England share all changes and information with Healthwatch West Berkshire through regular informative emails / plus through the hub - Any structural changes for delivery that need to be implemented will be actioned accordingly through Healthwatch West Berkshire (brought to the board and Healthwatch project team to best action any changes for structural delivery). | <ul style="list-style-type: none"> - Monitoring of online media and headlines - Monitoring of all email communication from Healthwatch England and governing bodies - Actioning of changes as needed |
| Meet with commissioners to review processes and delivery model | Meeting with commissioners on current and future delivery | <ul style="list-style-type: none"> - First quarterly report being submitted for review | <ul style="list-style-type: none"> - Presentation of report and findings processes reviewed |

| Objective | Performance Indicators | Evidence of Achievement First Quarter April to June | Planned Activity |
|--|---|---|--|
| Meet with local stakeholders to update them with any national changes that will impact locally | Meeting with local stakeholders | <ul style="list-style-type: none"> - We ran a joint event in June with WBILN the aims were to identify and understand the: Impact of welfare reform and budget restraint; Challenges for voluntary and community organisations; Opportunities for working together. | <ul style="list-style-type: none"> - Further reform changes, or national changes which impact West Berkshire stakeholders will also result in further information sharing events and meetings |
| Establish steering group | <ul style="list-style-type: none"> - Steering groups established | <ul style="list-style-type: none"> - The Healthwatch West Berkshire non-executive board member have all been elected and now completed their 3rd Board meeting - The Healthwatch Champion Chair of the board elected and active member of the board. Currently going through plan of action with current champion sign ups to form a public steering group. | <ul style="list-style-type: none"> - Formation of Healthwatch Champion network well under way, continue this structure moving forward. |
| Continued networking | Attending meetings / events / speak at groups and other places of interest | <ul style="list-style-type: none"> - Over 15 meetings attended in the local area, with successful networking of local people, groups and organisations - Networking opportunities given from events and outreach stands set up locally. Talks and meetings now offered to local groups and charity meetings. | <ul style="list-style-type: none"> - Ongoing attendance where appropriate - 'Where appropriate' may in the future be restricted to 'public' boards |
| Submit quarterly report | Submitting report | <ul style="list-style-type: none"> - Quarterly report for the first quarter April to June being submitted | <ul style="list-style-type: none"> - Working with on-going implementation, feedback and improvement to deliver on strategy and specification. |
| Regular information sharing with Healthwatch England | Sharing information | <ul style="list-style-type: none"> - Healthwatch West Berkshire are active members of the Healthwatch England Hub which is an information share facility - Healthwatch West Berkshire are carrying forward an investigative report which has Healthwatch West Berkshire in direct dialogue in terms of this report with Healthwatch England - All Healthwatch England regular updates sent through to Healthwatch West Berkshire | <ul style="list-style-type: none"> - Any National issues or updates which need distributing locally will be shared and publicised - Continued and ongoing information sharing and distribution |

The above report is based on the implementation plan contained in the original tender document as follows:

Local Healthwatch West Berkshire
Family Resource Centre UK Project Implementation Plan (Ref Method statement 1)

Award of contract: January 28th 2013

Development phase - mid February to March 31st 2013

Pre-delivery:

- Structure and governance of delivery vehicle to be agreed and completed with commissioners
- Obtain sign off approval of operating model from national Healthwatch
- Setup of website/s and social networking sites - obtain domain name from national healthwatch
- Liaise with national Healthwatch to gain access to database
- Setup internal administrative structure including, training and telephone support from day one to assist new stakeholders as well as clients
- Meet with LINK to establish transition process and data capture
- Briefing of FRC staff

Phase 1:

- Recruitment and training of Local Healthwatch champion/s from other organisations
- Training of FRC IAG staff to be Local Healthwatch advisors
- Communication and Marketing strategy development
- Local mapping and research exercise into groups and organisations
- Development of data base
- Website testing
- Networking
- Stage 1 consultation survey
- Community engagement events - 3 will be held on different days and times to accommodate all members of the community
- Stage 1 consultation evaluation and report
- Join and attend shadow Health & Well Being Board in preparation of launch of full Health & Well Being Board in April 2013
- Join and attend local Clinical Commissioning Group meetings
- Submit first report

Phase 2: Implementation/transition phase April 2013 - June 2014

- Community engagement work
- Promotion of Local Healthwatch to wider community acknowledging marketing and branding guidelines
- Continued attendance of statutory meetings
- Implement all national structural changes in governance
- Implement all national structural changes for delivery
- Meet with commissioners to review processes and delivery model
- Meet with local stakeholders to update them with any national changes that will impact locally
- Establish steering group
- Continued networking
- Submit quarterly report
- Regular information sharing with Healthwatch England

Phase 3 - Continued service delivery July 2013 - March 2014

- Continued development of database
- Launch of website
- 3 more Community Engagement events (developed using feedback from earlier events)

- Recruitment drive for volunteers and Local Healthwatch Community Ambassadors/Champions
- Roll out of outreach programme via Healthwatch champions
- Community engagement work
- Promotion of Local Healthwatch to wider community acknowledging marketing and branding guidelines
- Continued attendance of statutory meetings
- Regular database cleansing
- Quarterly user satisfaction surveys
- Submit quarterly reports
- Regular consultation with citizens of West Berkshire on areas being commissioned and service delivery and development in line with local agendas
- Analysis and report writing
- Regular information sharing with Healthwatch England

Section 2 - Marketing and Development Plan

Areas within West Berkshire

Outreach carried out:-

Culture Fest - Saturday 29th June 2013.

- Good response from the public here, over 23 speak out forms and views gathered. 7 Healthwatch Champions / local representatives wanting to take part and work in their communities. Meetings requested for various rotary clubs.

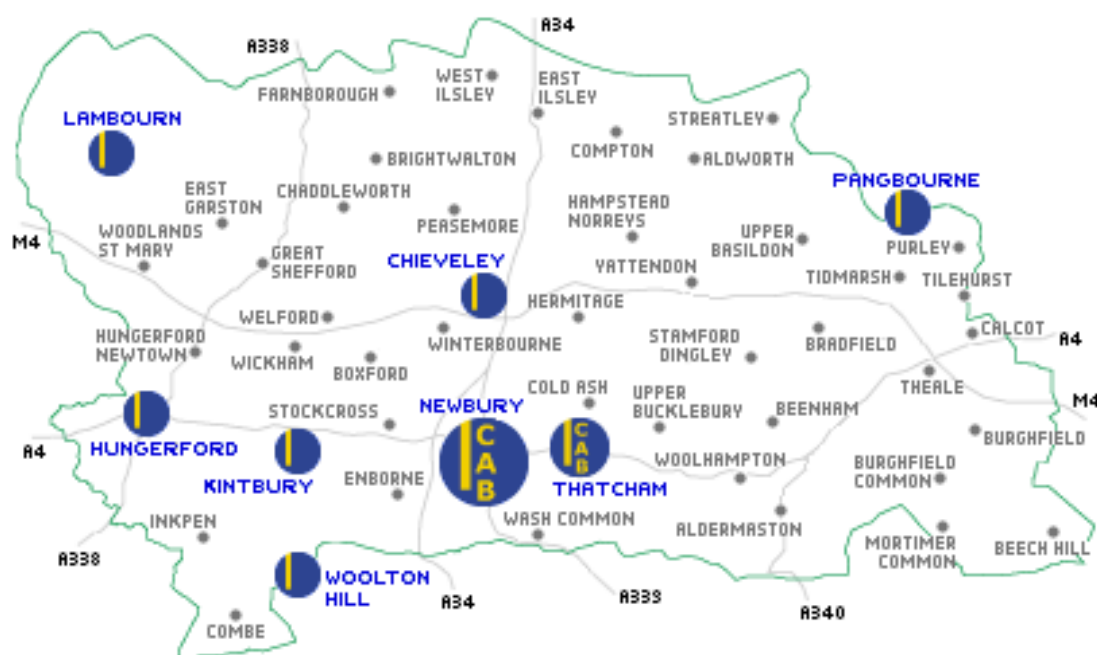
Monday 1st July 2013

- Newbury Tesco outreach stand. Over 13 speak out forms, raising awareness good location. Hard getting people's attention, need to get away from people thinking we are asking for money donations.

Monday 8th July 2013

- Hungerford Tesco outreach. Over 17 speak out forms, raising awareness and several enquiries.

Map included to show all areas in West Berkshire where will be targetting outreach / varying depending on location and community (test phase of outreach underway)



Further Outreach analysis

Areas for the summer outreach work:-

Locations and further work being researched for areas within: **Lambourn, Pangbourne, Chieveley and Thatcham. More research into good locations / responses.**

- ➔ Rural area locations also being gathered as meetings progress with different community organisations.

Outreach for later in the year which is already booked:-

- Outreach stand at Lambourn Co-op is booked for 12th August
- Stand at the Newbury Community Hospital / week to engage with patients and staff. 2 dates spanning w/c 23rd September and w/c 25th November.

Web / Social Media

Website most visited - Get involved, Volunteer, news and events. Working with this to change the look of the site to include what viewers are looking at most. Integrate the analytics into how we re-shape the content. Visits to site include: 843 visits, over 5000 page views, 38.3% returning visitor, 61.7% new visitors.

Facebook / twitter - engagement going well, updates and photos all posted as we are on the road and posting out. Between both sites we have over 300 followers and have had several re-tweets and posts out by larger groups (@NewburyBerkshire, @VisitNewbury, @TheBreeze and @BASIC) - these 'shout out's' online have contacted an audience virally over 3000 people.

Partnership Campaign / Charity Organisations

- ➔ Contact already made with variety of NCVO's introducing Healthwatch West Berkshire. Raising awareness of who we are achieved. Launching a partnership working campaign falls in line with getting more people on board.

Outline

Partnership contact campaign out to West Berkshire relevant groups/charities (health / social care / disability charities) to ask if our details can be displayed on their sites - in turn we have a page on ours where we add them vice versa.

Outcomes hoped

Help us get out to more places / show up on more landing pages. We can then include relevant updates onto our HW site from these places too. Integrating more news and events onto our own pages.

Ongoing Strategy for next 6 months

Development level - passed

Delivery levels: April - June

- Local groups collated / locations and database in use
- Distribution of information to areas of interest / surgeries and local health groups contacted
- Community engagement work
- Promotion of Local Healthwatch to wider community acknowledging marketing and branding guidelines
- Continued attendance of statutory meetings
- Review processes, test engagement to various areas and groups and keep track of outcomes
- Gather information and publish any National changes which could impact locally
- Establish feedback to track and set out next steps in engagement

Continued marketing delivery July 2013 - March 2014

- Continued development of database, research and test into displays for public to access information
- Website analytics: implement changes to information layout in line with web analytics (pages visited / what information is used most and more relevant etc.)
- Research, book and carry out further Community Engagement events (developed using feedback from current outreach and 'on the road' events)
- Vulnerable groups and smaller community research and outreach
- Drive of outreach programme: Champions/ Volunteers and NCVO network to establish clear contact and engagement of wider communities
- Community engagement work
- Promotion of Local Healthwatch to wider community acknowledging marketing and branding guidelines
- Continued attendance of statutory meetings
- Regular database cleansing
- Quarterly newsletter and survey/poll to keep engagement and distribution of information current (July - summer newsletter / October - Autumn news etc.)
- Carry out work relating to any needs/input required after any consultation with citizens of West Berkshire on areas being commissioned, delivered and developed in line with local agendas
- Regular information sharing

Images of Recent Outreach



Images of Recent Outreach



Section 3 - Referrals and Telephone Enquiries

Telephone Enquiries

There were 284 telephone calls received by Newbury. The majority of these were from professionals or vso's.

There were 7 referrals and 18 0800 calls, all of which were signposted. Nothing was received from SEAP.

Advocacy Referrals

Healthwatch have referred one case to SEAP this quarter.

Appendices

Events

| Events attended | | | | |
|---|---------------|------------------|--|--|
| Event | Date | Who attended | Comments and notes | Overview / outcomes / summary to include in reports and newsletter. |
| West Berkshire Independent Living Network Personal Budget Meeting | 19 April 2013 | Man Liu | The aim of the meeting is to find out if the personal budget is working well as it's designed to give service users more choice and control over the support they receive. | West Berkshire Independent Living Network gave a presentation, followed by open discussion. There is a general fear about the welfare reform and reduction in adult social care budgets. Other comments as: 'Currently there is only 1 brokerage, that's not enough.' 'Don't know where to look for information' 'All the service providers and organisations should work together.' 'People with mental health problems should be given more support.' 'Personal budget is working well for some people but not so well for others.' 'The new Universal Credit will require people to budget and usually be made monthly, which will be difficult for some people.' |
| Newbury Mental Health Forum meeting | 29 April 2013 | Man Liu | A regular meeting for people, organisations and service providers to discuss mental health issues | Issues discussed: 'NHS, local authority, housing, police, and other various groups should talk to each other when dealing clients with mental health problems'; 'There are still lots of provision gaps' |
| Newbury & District CCG Meeting | 02 May 2013 | Adrian / Man Liu | Governing Board Meeting Held in Public | The meeting discussed Commissioning Plan for 2013/14, Finance and Performance, Complaints Policy, Safeguarding Children and Adults at Risk Policy. |

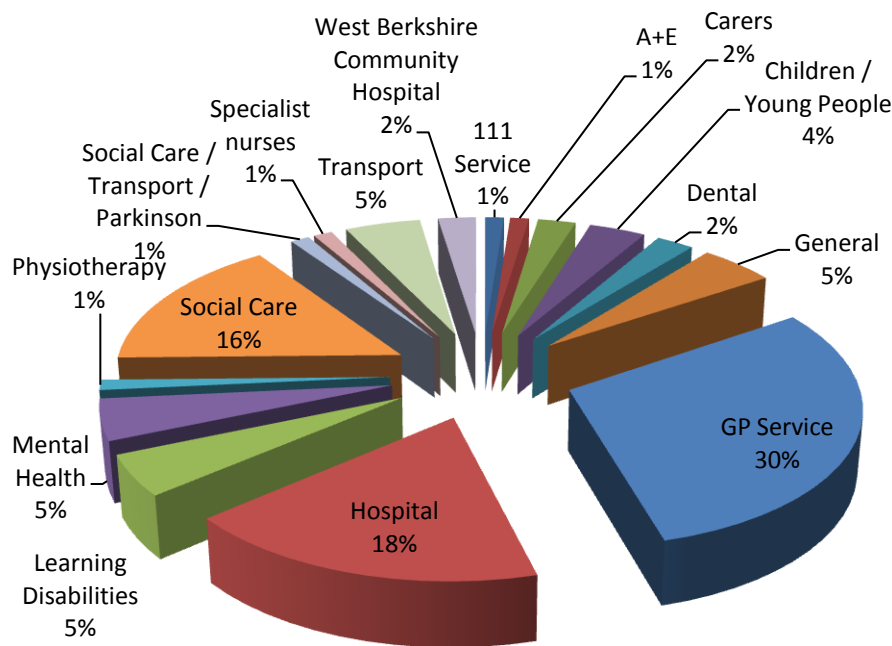
| Events attended | | | | |
|---|-------------|-------------------|---|--|
| Event | Date | Who attended | Comments and notes | Overview / outcomes / summary to include in reports and newsletter. |
| West Berkshire Council Social Care Annual Report Consultation Event | 10 May 2013 | Man Liu | The Local Account is the annual report which shows how well West Berkshire Council has performed. It helps to make adult social care services more accountable to the local community. This event is give people a say to help decide on the priorities for next year's report. | Event was well attended. Presentation by Council followed by group discussions. Views are: 'Council only mentioned their achievements, need to talk more about what areas need to improve.' 'There is too much jargon and not enough pictures.' 'How does the West Berkshire adult social care service compare with national average?' 'How will Healthwatch scrutinise the local adult social care services?' 'Supporting carers should be the top priority.' 'Adult Social Care services should be transparent.' 'Local Account should have an easy read version' ... |
| West Berkshire Learning Disability Partnership Board Meeting | 15 May 2013 | Heather / Man Liu | A regular meeting regarding learning disability issues | Heather gave a presentation about Healthwatch. There were also 2 presentations about some current public consultations held by West Berkshire Council: 'Supporting Adults with a Learning Disability Policy' and 'Social Care Eligibility Criteria Consultation'. People's views are 'It's important to support people with learning disabilities live independently.' 'Individuals with a learning disability will need support in completing the consultation.' 'The MARD form is long and complex and so many of the questions are not applicable to someone with a learning disability.' 'There seem to be a lot of consultations taking place at the moment and that it's becoming increasingly confusing.' |
| 'Mental Health Day' Planning Meeting | 16 May 2013 | Man Liu | A group discussion about joint organising an event on 10th Oct 2013 | Healthwatch engaged with BHFT, Eight Bells, Sport in Mind in planning possible activities across West Berkshire to promote Mental Health Day. A good opportunity for HW to reach out to the community and hear people's views about local health and social care services. |

| Events attended | | | | |
|--|------------------------------------|------------------|---|--|
| Event | Date | Who attended | Comments and notes | Overview / outcomes / summary to include in reports and newsletter. |
| RBH Patient Partnership Standing Conference | 17 May 2013 | Adrian | It was mainly an information giving event | |
| Newbury Mental Health Forum Meeting | 20 May 2013 | Man Liu | A regular meeting for people, organisations and service providers to discuss mental health issues | Issues brought up: 'People with mental health problems find it's difficult to engage with GPs'; 'Suicide prevention is a big task on mental health agenda' |
| 6 Healthwatch & BHFT Meeting | 22 May 2013 | Heather / Adrian | This was the first meeting that all the leads attended. | The meeting discussed Commissioning Plan for 2013/14, Finance and Performance, Complaints Policy, Safeguarding Children and Adults at Risk Policy. |
| SEND Consultation | 22 May 2013 | Man Liu | West Berkshire Council is currently updating its SEN and Disability Strategy. This consultation is for the Council to develop its services for children and young people with special educational needs and disabilities. | A consultation meeting seeking views about council's Strategy for children and young people with special educational needs and disabilities. People said 'The consultation paper is long and full of jargon and difficult to understand.' 'The council should provide more respite and short-break services to families with SEND children.' 'All the relevant information should be assembled together and given to parents as soon as their children being diagnosed.' 'Special training for teaching children with special needs should be given to teachers in mainstream primary/secondary schools.' 'Transition between children and adult social care services isn't working well.' ... |
| Reading & District Parkinson's Society meeting | 05 June 2013 | Heather | Heather gave a presentation about HW | A good reception from about 52 people. Speak out forms were distributed after the presentation about Healthwatch and thirty responses were received. |
| Care Quality Board Meeting | 11 th June 9.30-11.30pm | Heather | The meeting was a review of current practice and problems encountered. | This is not a meeting at which Healthwatch should become involved as it could compromise future action of prior knowledge and outcomes of some instances were later to require investigation. |

| Events attended | | | | |
|--|---------------------------------------|--------------------------------------|--|--|
| Event | Date | Who attended | Comments and notes | Overview / outcomes / summary to include in reports and newsletter. |
| Healthwatch & WBILN Joint Event 'Keep Caring and Carry On?' | 14 th June 10.30am-1pm | Heather / Man Liu / Waheeda / Martha | An event for people who work in voluntary / community organisations that provide advice and / or support for disabled people and/or those with long-term health conditions. | The aims are to identify and understand the: Impact of welfare reform and budget restraint; Challenges for voluntary and community organisations; Opportunities for working together. Heather gave a presentation about Healthwatch, then Mick gave a presentation about welfare reform. Followed by group discussions: impact on disabled people of welfare reform and adult social care budget cuts; challenges for our organisations; and opportunities for our organisations. Many comments, such as 'Excellent opportunity to network with other agencies and to start the process of utilising Healthwatch - imperative that we make use of this fantastic opportunity.' Several people said they would be interested in attending similar events in the future, maybe different in theme. |
| Newbury Mental Health Forum Meeting | 24 th June 11am-12.30pm | Man Liu | A regular meeting for people, organisations and service providers to discuss mental health issues | Community Mapping - Teams/Departments have been asked to provide information about their own service. 'Service users need to be able to obtain information on all services' The forum needs to involve more service users. |
| Newbury Culture Fest | 29th June 12-4pm | Heather / Faith | Culture Fest is a local celebration of people at Newbury Racecourse with food stand, clothes stalls and many information stands. There are also Charity stands and cultural group demonstrations | This event was well attended by residents all over West Berkshire and surrounding areas. The Healthwatch West Berkshire outreach stand gained a lot of interest and had multiple people visit the stand for more information. There were over 23 people who completed speak out forms and 7 people who signed up to be Healthwatch Champions. |

Speak Out

A large variety of comments were received on a wide range of areas. Of these, the 3 largest areas were GP Service 30%, Hospital 18% and Social Care 16%. Around 38% of the comments received were positive and a lot of these were complimentary towards their local surgery and dentists.



| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|---------------|--|---|
| 19/04/13 | Social Care | Worry about the welfare reform and reduction in adult social care budget. | West Berkshire Independent Living Network Personal Budget Meeting |
| 19/04/13 | Social Care | For the personal budget, currently there is only 1 brokerage, that's not enough. | West Berkshire Independent Living Network Personal Budget Meeting |
| 19/04/13 | General | All the service providers and organisations should work together. | West Berkshire Independent Living Network Personal Budget Meeting |
| 19/04/13 | Mental Health | People with mental health problems should be given more support. | West Berkshire Independent Living Network Personal Budget Meeting |

| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|-----------------------------------|--|---|
| 19/04/13 | Social Care | Personal budget is working well for some people but not so well for others. | West Berkshire Independent Living Network Personal Budget Meeting |
| 19/04/13 | Social Care | The new Universal Credit will require people to budget and usually be made monthly, which will be difficult for some people. | West Berkshire Independent Living Network Personal Budget Meeting |
| 22/04/13 | West Berkshire Community Hospital | 5 Stars! My wife was in one of the rainbow rooms on Highclere Ward for the final few weeks of her life. The quality of care was truly remarkable from all of the staff. The nurses and healthcare assistants were amazingly dedicated, professional and hard working a perfect example of what hospital care should be. Her health was progressively deteriorating to the point where she needed a high level of support which was given with consistent sensitivity and outstanding devotion. When I received the phone call in the early hours of one morning informing me that she had passed away the call was sensitive and from a nurse we knew well | NHS Choices |
| 23/04/13 | Transport | Transport is a big issue for elderly and disabled people, when they cannot get out of their houses, they live in isolation. | Meeting with Enrych |
| 29/04/13 | Mental Health | NHS, local authority, housing, police, and other various groups should talk to each other when dealing clients with mental health problems | Newbury Mental Health Forum meeting |
| 10/05/13 | Social Care | Supporting carers should be the top priority. | West Berkshire Council Social Care Annual Report Consultation Event |
| 10/05/13 | Social Care | Social Care services should be transparent. | West Berkshire Council Social Care Annual Report Consultation Event |
| 15/05/13 | Learning Disabilities | It's important to support people with learning disabilities live independently. | West Berkshire Learning Disability Partnership Board Meeting |
| 15/05/13 | Learning Disabilities | The MARD form is long and complex and so many of the questions are not applicable to someone with a learning disability. | West Berkshire Learning Disability Partnership Board Meeting |
| 17/05/13 | West Berkshire Community Hospital | Shame the paperwork let hospital down. | NHS Choices |
| 20/05/13 | Mental Health | People with mental health problems find it's difficult to engage with GPs | Newbury Mental Health Forum meeting |

| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|-------------------------|--|---|
| 20/05/13 | Mental Health | Suicide prevention is a big task on mental health agenda | Newbury Mental Health Forum meeting |
| 21/05/13 | Physiotherapy | As someone with a long term condition (Thalidomide impairments) I have been using a local (private) Physiotherapy clinic and for the past 7 - 8 years they have, with various treatments (acupuncture, massage, laser, ultrasound, manipulation, recommended exercise) kept me off pain medication. This is something I have to pay for privately, but I wish that so many others with conditions that cause daily muscular skeletal pain should have access to this sort of treatment - if it works for them | Email |
| 22/05/13 | Children / Young People | The council should provide more and suitable respite and short-break services to families with children having special educational needs. | SEND Consultation |
| 22/05/13 | Children / Young People | All the relevant information should be assembled together and given to parents as soon as their children being diagnosed of having special educational needs | SEND Consultation |
| 22/05/13 | Children / Young People | Special training for teaching children with special educational needs should be given to teachers in mainstream primary/secondary schools. | SEND Consultation |
| 22/05/13 | Social Care | Transition between children and adult social care services isn't working well. | |
| 30/05/13 | 111 Service | I called 111 service at the weekend, had to wait for more than 40 min for a call back | Meeting with Alice |
| 05/06/13 | GP Service | Very happy with my GP | Hungerford Resource Centre |
| 05/06/13 | Hospital | My husband and I had a few hospital visits, all went well. | Hungerford Resource Centre |
| 05/06/13 | Dental | ADP in Hungerford Berkshire Rg170BN. Always polite and I had to have filling replaced. I didn't feel the injection and it was an excellent job. Thank you to Ajay. | Patient Opinion website |
| 05/06/13 | GP Service | Hungerford was very difficult to get appointments | Parkinson's Society |
| 05/06/13 | Hospital service | Lack of dedicated Parkinson nurse at the hospital | Parkinson's Society |
| 05/06/13 | Hospital service | Parkinson nurse needs to be funded again | Parkinson's Society |
| 05/06/13 | Hospital service | Lack of dedicated Parkinson nurse in the future will make it very difficult to get proper attention | Parkinson's Society |

| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|-----------------------------------|---|---|
| 05/06/13 | General | Not enough information given to the public about Parkinson's and sufferers are often treated poorly | Parkinson's Society |
| 05/06/13 | General | Disability living allowance changes will cause problems | Parkinson's Society |
| 05/06/13 | General | Excellent and considerate help given by the practice nurse | Parkinson's Society |
| 05/06/13 | Transport | More hospital transport is needed | Parkinson's Society |
| 05/06/13 | Transport | Hospital visits very satisfactory. Doctors very helpful. Overall my experiences have always been positive. However transport to hospital have been difficult and hospital car has occasionally not arrived. | Parkinson's Society |
| 14/06/13 | GP Service | St John Surgery is excellent. When my children have been ill, I have been able to get an appointment that day. Dr H Wallis our GP is excellent, caring and very considerate. | 'Keep Caring and Carry On' Event |
| 14/06/13 | West Berkshire Community Hospital | Last Monday, I took a friend to Newbury Community Hospital as she had hurt her knee. We went into the Minor Injuries Unit, been seen straightaway, and the staff explained the service very well. | 'Keep Caring and Carry On' Event |
| 14/06/13 | | Communication between health and social care needs to be improved | 'Keep Caring and Carry On' Event |
| 14/06/13 | Specialist nurses | Cover for specialist nurses - currently there is none. | 'Keep Caring and Carry On' Event |
| 14/06/13 | GP Service | My GP surgery service is fantastic, no problem there at all. | 'Keep Caring and Carry On' Event |
| 14/06/13 | Social Care | I think there isn't enough choice in Social Care in terms of access | 'Keep Caring and Carry On' Event |
| 14/06/13 | Social Care | Advocacy for vulnerable groups is an essential service. Must not be dismissed by cuts. Healthwatch must highlight this concern. | 'Keep Caring and Carry On' Event |
| 14/06/13 | GP Service | Excellent GPs in West Berkshire | 'Keep Caring and Carry On' Event |
| 14/06/13 | Social Care | Worry about Eligibility Criteria, impact on older people and disabled people affected by cuts in Social Care. | 'Keep Caring and Carry On' Event |
| 14/06/13 | | In most cases I have been happy re health professionals. | 'Keep Caring and Carry On' Event |
| 14/06/13 | Social Care | More young members for Torch Club. Help with funds. More transport. | 'Keep Caring and Carry On' Event |
| 14/06/13 | Learning Disabilities | Work with Adult with learning disability. What changes to social care will affect our clients? | 'Keep Caring and Carry On' Event |
| 14/06/13 | Learning Disabilities | Annual Health checks for people with learning disabilities and carers are an excellent service. Still services are better from some surgeries than others. More | 'Keep Caring and Carry On' Event |

| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|-------------------------------------|---|---|
| | | consistency across the county would be ideal. | |
| 14/06/13 | | Overall generally my experiences have been very positive regarding health services and care in West Berkshire. I personally have not had to engage with social care services so am not in a position to comment. | 'Keep Caring and Carry On' Event |
| 14/06/13 | | Excellent opportunity to network with other agencies and to start the process of utilising Healthwatch - imperative that we make use of this fantastic opportunity. | 'Keep Caring and Carry On' Event |
| 24/06/13 | Social Care / Transport / Parkinson | <p>Transport is a big problem. We have been most grateful for transport just by Woodley Volunteers.</p> <p>Age C offers many services - but it is so hard to access all the help that you need when you are new to the area and have hearing, mobility problems and arthritis. The "Home from Hospital" project was excellent but too short.</p> <p>Please could you look at how to bring together services all users/potential users? We feel we are only just coping - our relatives think we are!</p> <p>I have had a computer for 10 years but can now hardly type - hoping to learn to use speech recognition software soon. What about IT 80+ group? To many it is too late to start learning computing. You definitely need a relative or friend also! Computer literate to teach and help you with PC, webcam</p> | Post |
| 29/06/13 | | Good stuff | West Berkshire Culture Feast |
| 29/06/13 | | I would like to know more please - good communication | West Berkshire Culture Feast |
| 29/06/13 | | Love my staff | West Berkshire Culture Feast |
| 29/06/13 | | Visiting area and had to be Thatcham and very good staff. Received excellent care. | West Berkshire Culture Feast |
| 29/06/13 | GP Service | My GP is great and very friendly. But overall services are bit slow. | West Berkshire Culture Feast |
| 29/06/13 | Bill Nichols | I think the NHS is absolutely wonderful. You should go to Egypt and then you would appreciate it. | West Berkshire Culture Feast |
| 29/06/13 | Hospital | I think we should have a full emergency centre here. Going to Reading or Basingstoke is difficult. | West Berkshire Culture Feast |
| 29/06/13 | | Macmillan nurses - very poor service, don't use it every week. | West Berkshire Culture Feast |

| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|------------|--|---|
| 29/06/13 | Carers | More support in and out of the home for carers. Age no object. | West Berkshire Culture Feast |
| 29/06/13 | GP Service | The GP was always helpful | West Berkshire Culture Feast |
| 29/06/13 | | There is a need for 24-hr health clinics to ease the burden on A+E department, the ambulance service and provide a better service for patients | West Berkshire Culture Feast |
| 29/06/13 | Carers | Health carers should get more pay, what they are getting now is nothing. | West Berkshire Culture Feast |
| 29/06/13 | | Recently in new scientist, there was a report on Sweden, Denmark and Norway where they national sell all bonds post 2008 and they sorted out their deficit without with drawing vulnerable services. Perhaps the government would take a leaf from their book and deal with our nationwide debt without with drawing much needed services? | West Berkshire Culture Feast |
| 29/06/13 | | Generally good service but I feel there is no benefit health wise for the middle class healthy no benefits | West Berkshire Culture Feast |
| 29/06/13 | GP Service | My feeling of Lambourn GPs are very supportive, especially with carers + special needs services. Help and understand the need to see GPs early. | West Berkshire Culture Feast |
| 29/06/13 | Hospital | I have a fairly major health problem, and had surgery in 2010 as a part of ongoing treatment. I have no complaints at all about my medical care. However what I do object to is the number of questionnaires I have been given, even as I left intensive care. Too many questionnaires, not enough care staff. | West Berkshire Culture Feast |
| 29/06/13 | Hospital | Waiting times are long and worrysome. Service at hospital ie Royal Berks and Basingstoke is good and organised. Parking could be improved for Royal Berks as its too expensive. | West Berkshire Culture Feast |
| 29/06/13 | | Service would be more efficient, if people cancelled unwanted appointments | West Berkshire Culture Feast |
| 29/06/13 | | Mostly favoured their services good | West Berkshire Culture Feast |
| 29/06/13 | A+E | Get a 24 hr A+E at West Berkshire | West Berkshire Culture Feast |
| 29/06/13 | GP Service | Hungerford Surgery has always been helpful, supportive and interested in the needs of my disabled son | West Berkshire Culture Feast |
| 29/06/13 | Hospital | Hospital visits very satisfactory. Doctors very helpful. Overall my experiences have always been positive. No complaints. | West Berkshire Culture Feast |
| 29/06/13 | Hospital | I am waiting for an operation at Basingstoke Hospital, would like to know why it cannot be done sooner than 25 September. Seems a long time. | West Berkshire Culture Feast |

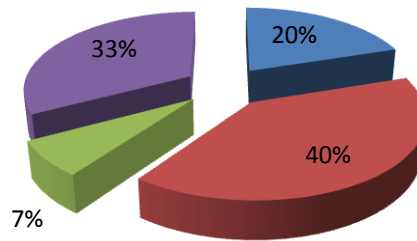
| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|-----------------------------|---|---|
| 01/07/13 | GP Service | Difficulty in making routine appointments when phoning up. I am with Thatcham Medical Practice. | Newbury Tesco Outreach |
| 01/07/13 | Social Care | While working as an Age UK volunteer, I noticed care workers coming in and leaving without carrying out their duties, yet booking full time. This seems to be a regular practice. | Newbury Tesco Outreach |
| 01/07/13 | Hospital | Visits to hospitals, the staff are friendly, but over worked. | Newbury Tesco Outreach |
| 01/07/13 | GP Service | We are very pleased with our GP - Fanklands Surgery | Newbury Tesco Outreach |
| 01/07/13 | | Care workers and nurses should be paid more | Newbury Tesco Outreach |
| 01/07/13 | GP Service | We have the most wonderful doctor at Burdwood Surgery (Thatcham), Dr Bahia. The receptionists are also great, my son is disabled and they always manage to slot him in somewhere. | Newbury Tesco Outreach |
| 01/07/13 | | I am a patient at Thatcham Medical Practice and never have a problem getting appointments. Am also a patient at Cedar Dental Care who I cannot praise enough. | Newbury Tesco Outreach |
| 01/07/13 | GP Service / Hospital | Cannot find fault of my GP Surgery or Dentist. Royal Berks Rheumatology department cannot be any better, the whole team just wonderful. | Newbury Tesco Outreach |
| 01/07/13 | GP Service / Dental Surgery | A lot of new houses in Thatcham, but no new GP surgeries / dental surgeries. Need more facilities. | Newbury Tesco Outreach |
| 01/07/13 | | Manufacture should let GPs know when medicines are out of production for a period | Newbury Tesco Outreach |
| 01/07/13 | GP Service | Visited GP recently and was made to feel unwelcome. He gave a totally incorrect diagnosis which resulted in me having to return to see someone else to diagnose correctly. | Newbury Tesco Outreach |
| 01/07/13 | | New doctors surgery needed. Only 2 in Thatcham - appointments, long wait. | Newbury Tesco Outreach |
| 01/07/13 | | Must say, I've had no complaints and as I have HASHIMOTO's disease I do need to see doctor regularly, so feel more than happy. | Newbury Tesco Outreach |
| 08/07/13 | | My experience of the NHS always been positive | Hungerford Tesco Outreach |
| 08/07/13 | | Praise for good service | Hungerford Tesco Outreach |
| 08/07/13 | GP Service | Lambourn Surgery is excellent | Hungerford Tesco Outreach |
| 08/07/13 | GP Service | Hungerford NHS dental surgery not very helpful and only checks teeth, not a reliable dentist, when questioned was told to pay the dental hygienist. | Hungerford Tesco Outreach |

| Date | Issue Key | Brief description of Issue / comment | Where Issue was gathered - including speak out form / phone / email |
|----------|------------|--|---|
| 08/07/13 | Hospital | My wife is a recovering cancer patient, but recent visits to Royal Berks Have highlighted the cost of parking, and the lack of it. Also even early in the morning, appointment times are not adhere too, at least 30-90 minutes wait | Hungerford Tesco Outreach |
| 08/07/13 | GP Service | Can't speak too highly of my GP surgery - prompt, Kind, efficient. | Hungerford Tesco Outreach |
| 08/07/13 | GP Service | Surgery - Lambourn, Extremely happy with service. Brilliant! | Hungerford Tesco Outreach |
| 08/07/13 | Hospital | Royal Hospital, cannot find faults | Hungerford Tesco Outreach |
| 08/07/13 | | Too much paper work (for health professionals) to do the job properly. | Hungerford Tesco Outreach |
| 08/07/13 | GP Service | Happy with my GP Surgery, but not my doctor | Hungerford Tesco Outreach |
| 08/07/13 | | Long time to get in touch with appointments and lack of communication | Hungerford Tesco Outreach |
| 08/07/13 | | The croft Service, very happy with service. Hospital experiences have all been good | Hungerford Tesco Outreach |
| 08/07/13 | | The Croft Surgery - take a week to see GP. Patient v GP - Surgery not staffed highly enough for population. | Hungerford Tesco Outreach |
| 08/07/13 | | Ramsby Service - Repeat prescriptions not delivered or collected by chemist. | Hungerford Tesco Outreach |
| 08/07/13 | GP Service | GP's that only work part-time are not worth having as you have to book an appointment 3 weeks before you are ill. | Hungerford Tesco Outreach |
| 08/07/13 | GP Service | Although Hungerford Surgery is a great doctors surgery, there is always a long wait for an appointment. Sometimes this can be more than a week's wait. This needs to be improved. | Hungerford Tesco Outreach |
| 08/07/13 | | Concerned about the extra work load on doctors after PCT changed to CCG | Hungerford Tesco Outreach |

Recent Surveys

Opinion Poll Results June 2013 West Berkshire Health Priorities

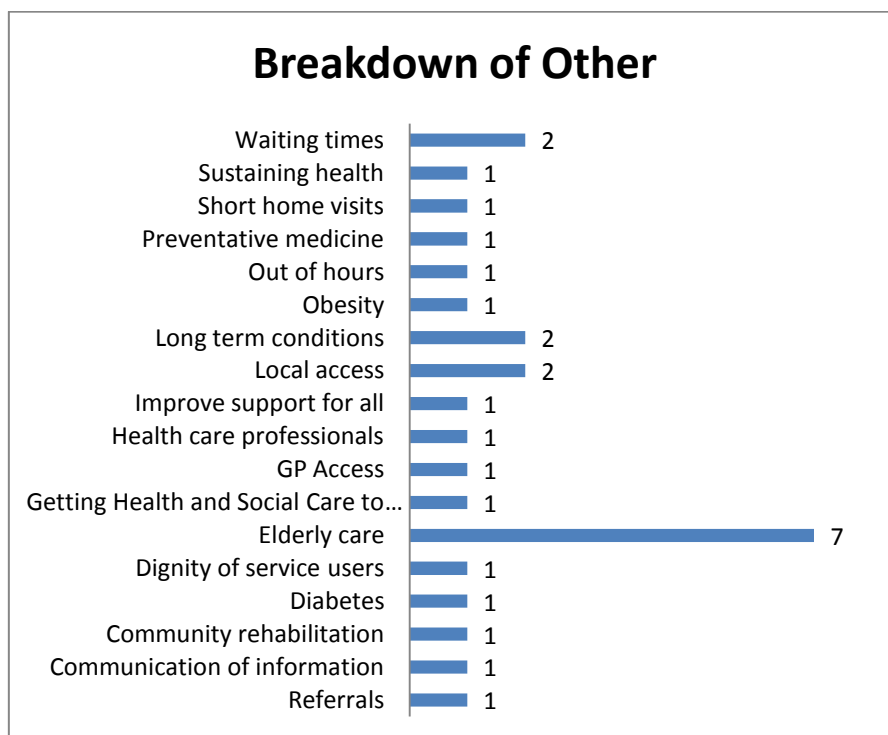
■ Mental Health ■ Carers ■ Youth issues/pressures ■ Other



70 West Berkshire residents responded to our opinion poll asking what they considered to be the health priorities for West Berkshire.

40% of the people answering the survey said **Carers** was the main priority, 20% chose **Mental Health** and 7% chose **Youth Issues/pressures**.

The remaining 33% chose **Other** and the majority here (26%) was for **Elderly care**. Some of those chose **Other** so that they could give more than one priority and we were reminded not to forget social care.



Web Statistics

There were 492 unique visitors to the site during the quarter and 781 visits. Over 38% of the visits were from returning visitors. There were 4,773 page views averaging just over 6 pages per visit. Visitors to the site averaged almost 4 minutes per visit. April received both the most visits for the quarter (201) and the most page views (2191).

The majority of Traffic* was from Referral traffic (36.2%) and Search traffic (32.9%) while the remainder was split between Direct traffic 22% and Campaigns 8.8%.

**Bounce rates scored 0% across the entire site and exit rates were also extremely low scoring an average of 14.4% across the site.

The most popular page after the home page this quarter was Get Involved - Volunteer.

*Traffic Explanation

Source: Every referral to a web site has an origin, or source. Possible sources include: "google" (the name of a search engine), "facebook.com" (the name of a referring site), "spring_newsletter" (the name of one of your newsletters) and "direct" (visits from people who typed your URL directly into their browser, or who had bookmarked your site).

Campaign is the name of the referring AdWords campaign or a custom campaign that you have created.

**Bounce Rate

Bounce rate is the percentage of visits that go only one page before exiting a site.

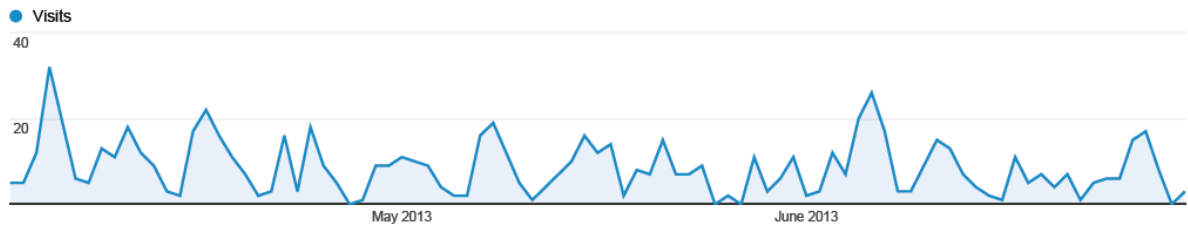
There are a number of factors that contribute to your bounce rate. For example, visitors might leave your site from the entrance page if there are site design or usability issues. Alternatively, visitors might also leave the site after viewing a single page if they've found the information that they need on that one page, and had no need or interest in visiting other pages.

Exit Rate

An Exit page is the last page viewed before the visitor exits the site.

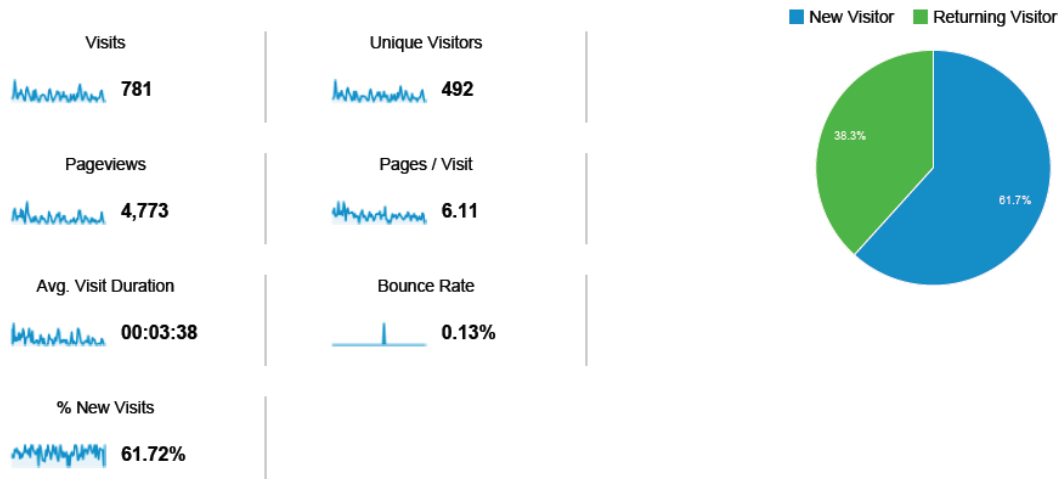
Information taken from Google Analytics

Daily Breakdown of Visitors to Site



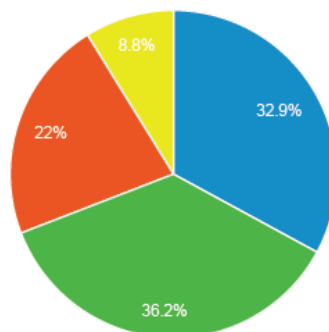
Site Usage

492 people visited this site



Traffic Sources Overview

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns



Page Breakdown: Most Popular Pages/Posts scoring 50+ visits

| Page | Pageviews |
|--|-----------|
| Home page | 1,573 |
| /get-involved/volunteer/ | 272 |
| /find-services/ | 222 |
| /get-involved/ | 212 |
| /about/contact/ | 196 |
| /faqs-2/ | 170 |
| /about/register/ | 156 |
| /about/ | 152 |
| /speak-out/ | 152 |
| /category/news/ | 138 |
| /scarlet-fever-outbreak-in-lambourn-posted-friday-12th-april-2013/* | 102 |
| /what-is-healthwatch/ | 88 |
| /about/meet-the-board/ | 86 |
| /events-2/ | 71 |
| /get-involved/voluntary-organisations/ | 62 |
| /west-berkshire-health-priorities-our-opinion-poll-results-posted-050613/* | 62 |
| /west-berkshires-gps-have-now-officially-taken-over-the-commissioning-of-health-services-in-the-local-area/* | 55 |
| /get-involved/clinical-commissioning-groups/ | 50 |
| /take-part-in-our-opinion-poll-healthwatch-priorities-for-west-berkshire-posted-170513/* | 50 |

*News items

Social Media Stats

Facebook

- 38 Likes
- 106 Status updates


Twitter

- 288 Followers
- 548 Following
- 193 tweets

Screenshots from Website and Social Media Sites

The screenshot shows the homepage of the Healthwatch West Berkshire website. At the top left is the logo. A navigation menu includes links for HOME, ABOUT, SPEAK OUT, FIND SERVICES, GET INVOLVED, FAQs, and LATEST. The main heading is "Welcome to Healthwatch West Berkshire". Below this, a text block states: "Welcome to YOUR Healthwatch West Berkshire, we are working with local people and community groups to influence and shape future Health and Social Care." To the left is a photo of four diverse people holding a sign that says "Your Health, Your Care, Your Choice." To the right is a call-to-action box: "We need YOU to help influence Health and Social Care Service in West Berkshire. Get your voice heard and get involved!". On the far right, a "Latest" section lists two news items: "Screening launched to help prevent deaths in Thames Valley" and "WBNA Open Meeting with Guest Speaker: Dr Marko Bogdanovic".

The screenshot shows the "Meet the Board" page. The navigation menu is the same as the homepage. The breadcrumb trail reads "Home » About » Meet the Board". On the left, there is a sidebar menu with "About" selected, and other options like "Useful Information", "What is Healthwatch", "Contact", "Register", "Key Messages", and "Meet the Board". The main content area is titled "Meet the Board" and features a profile for Waheeda Soomro, Chairman. It includes a portrait photo of her and a text block describing her role: "Manager of the West Berkshire Minority Ethnic Forum, working in Equality & Diversity, focusing on the needs of minority communities in the District. Representing views of individuals and groups from minority backgrounds living and working in West Berkshire, the Forum seeks to build and improve relations between statutory, private and voluntary agencies and minority communities. Raising awareness and tolerance through events and projects like Holocaust Memorial Day, Black History Month, Islamic Eid festivals and Culture Fest. Promoting education and health & well-being through community classes and sporting events which are inclusive and open to all." Below the text is a quote: "I'm excited to be part of Heathwatch as it gives communities a stronger voice to shape the future of health and social care services. We must ensure".



[HOME](#)
[ABOUT](#)
[SPEAK OUT](#)
[FIND SERVICES](#)
[GET INVOLVED](#)
[FAQS](#)
[LATEST](#)

Home » Speak Out

Speak Out

Speak out


Have your say about the local health and social care services in your area. The more detail you can give us, the better able we will be to investigate your feedback. Please complete all the fields. If you would also like to register to hear about updates then please [click here ...](#)

Name

Email

Type of feedback

Message




Latest

News
Events

Screening launched to help prevent deaths in Thames Valley [Posted 09/07/13]

WBNA Open Meeting with Guest Speaker: Dr Marko Bogdanovic [Posted 08/07/13]

TESCO Hungerford Store -



[HOME](#)
[ABOUT](#)
[SPEAK OUT](#)
[FIND SERVICES](#)
[GET INVOLVED](#)
[FAQS](#)
[LATEST](#)


Home » Find Services

Find Services


Find services

NHS Choices is the online 'front door' to the NHS. It is the country's biggest health website and gives all the information you need to make choices about your health. You can find information about hospitals, GPs and dentists and urgent care. As well as basic contact details, you can also find feedback from other people about what they think about these services. It's not just limited to NHS information. You can also find information about other services in your area (often provided by charities) that can help you with conditions from Alzheimers through to weight loss. The [Care Quality Commission](#) checks all hospitals, dentists, care homes and care services to see if they meet national standards. You can find out what they have to say about these services in your area by

Find your Nearest local Health service by clicking on the links below:



- GPs
- A&E
- Hospitals
- [Compare hospitals for treatment](#)
- Dentists




Latest

News
Events

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WBNA Open Meeting with Guest Speaker: Dr Marko Bogdanovic [Posted 08/07/13]

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[HOME](#)
[ABOUT](#)
[SPEAK OUT](#)
[FIND SERVICES](#)
[GET INVOLVED](#)
[FAQS](#)
[LATEST](#)

[Home](#) » [Get Involved](#) » [Volunteer](#)


Volunteer

Healthwatch West Berkshire needs YOU ...

We are looking for people who are based locally to help us make Healthwatch West Berkshire a success in expressing views and influencing Health and Social Care.

Healthwatch West Berkshire aims to be the local champion for consumers and users of health and social care services. We will play an active role in promoting the changes needed for consumers of local health and social care services in West Berkshire.

Making this possible will depend on the involvement of local people, groups and charity



You can be as involved as you would like to be: in your community, your area, at your school, college or by representing a local community group or charity organisation.

Latest

[News](#)
[Events](#)

Screening launched to help prevent deaths in Thames Valley
 [Posted 09/07/13]

WBNA Open Meeting with Guest Speaker: Dr Marko Bogdanovic
 [Posted 08/07/13]

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HealthwatchWestBerks

@HealthWWBerks

The new consumer champion for health and social care in West Berkshire. Out in the community now, share your views, help make a difference - influence change!

West Berkshire · healthwatchwestberkshire.co.uk

193

TWEETS

548

FOLLOWING

288

FOLLOWERS



Tweets



HealthwatchWestBerks @HealthWWBerks

23h

West Berks GP says funding cut is a 'threat' tinyurl.com/o7gs52u
fb.me/FbON0Xzr

Expand



NHS England @NHSEngland

9 Jul

New proposals to improve care for vulnerable older people
bit.ly/159YzzE

Retweeted by HealthwatchWestBerks

Expand



NHS England @NHSEngland

5 Jul

38 | Page

NHS choices: Great summer health news & advice, from heatwaves to hayfever <http://tinyurl.com/m8ln3cn>



Summer health - Live Well - NHS Choices
tinyurl.com

Introduction to articles and videos on summer health, including insect stings, summer safety for children, barbecue food

Like · Comment · Share

10 people saw this post



Healthwatch West Berkshire shared a link.
Monday near Cheltenham

We're in Hungerford Tesco today - join us 10:30 to 12:30 talk about #health & #socialcare <http://tinyurl.com/n5f88wl>



TESCO Hungerford Store – Healthwatch Outreach Stand 08/07/2013 | Healthwatch West Berkshire
tinyurl.com

Come along to the Tesco's in Newbury

Like · Comment · Share



Healthwatch West Berkshire
Monday

#Healthwatch #Westberkshire team talking about #health and #socialcare at #Hungerford Tesco today



HWWBILN Joint Event Report

Keep Caring & Carry On

A networking workshop for voluntary organisations providing support for disabled people and/or carers

Contents

1. Introduction
2. Notes from discussions
3. Evaluation highlights
4. Appendices:
 - A. Healthwatch West Berkshire presentation
 - B. West Berkshire Independent Living Network presentation

1. Introduction

Aims of the workshop

The aims of the workshop were to identify and understand the:

- Impact of welfare reform and budget restraint on the people our organisations support;
- Challenges for voluntary and community organisations;
- Opportunities for working together to improve local services.

Who the workshop was for

This event was for people who work or volunteer in community based organisations that provide advice and/or support for disabled people, including:

- People with mental health needs, learning difficulties, physical and/or sensory impairments.
- People with long term health conditions e.g. diabetes, dementia, cancer.

What was included

Presentations

- Heather Hunter, Chief Executive of Family Resource Centre UK / Lead Officer of Healthwatch West Berkshire, explained the role of Healthwatch West Berkshire.
- Mick Hutchins, Chair of West Berkshire Independent Living Network, gave an overview of recent welfare benefit changes and reductions in social care provision.

Information sharing and discussions

The presentations were followed by discussions in two groups, each looking at:

- The impact felt by individuals (the people supported by our organisations) of recent changes in welfare benefits and social care cuts.
- The challenges faced by organisations as a result of the changes and the impact on those we support.
- What we (in our organisations) can do in response to the changes and the challenges.

Networking

An optional buffet lunch was provided during which attendees could network. While some people did not stay for lunch, others who were unable to attend the main event came to this part only.

2. Notes from the discussions

Impact on individuals of welfare reform and budget cuts

- People not affording "meals".
- People losing valued activities.
- Nowhere to go, nothing to do.
- Loss of travel tokens means more isolation.
- Catastrophe for families due to disabilities of parents or children.
- Cuts in benefits.
- Housing benefit cuts will mean breakdown of families.

- Knowing the way round the system – not all are IT literate.
- Where to go for advice?
- Online applications.
- Communication (lack of).
- No transparency.
- “Underserving poor” and disabled people.

Impact on organisations of welfare reform and budget cuts

- Fairclose day centre has had to put up cost of meals. It may close due to lack of people attending.
- Meals on Wheels numbers dropping.
- Services that support activities, and drop-ins, are stopping.
- Reduction in core grants of 10% or more.
- Unlikely to have continued funding.
- Two years funding – what then? Will have to widen service.
- Reduction in grants means reduction in paid staff. Relying on volunteers and unpaid staff.
- Impact on social care puts pressure on healthcare services, which are also under financial pressure.
- More demand on charities and small organisations.
- Need for clear info about funding sources.
- Form filling – complex and time consuming.

What can we (our organisations) do?

- Feeding back and telling stories.
- Case studies and outcomes.
- Complain to relevant person in the first place, then feedback to Healthwatch.
- Networking and working together.
- Sharing information.
- Use Access for All – West Berkshire Council resource.

- Respond to consultations.
- Issues with local council – use local councillors (individuals and organisations).

Messages for statutory agencies.

- West Berkshire Council to have qualified staff to help people with adult social care problems.
- One contact number.
- West Berkshire Council to put Support with Confidence to use.
- Minimise block contracts and tendering.

3. Evaluation highlights

- 11 forms were returned.
- 9 people said facilitation, venue and networking were excellent.
- All but one person either agreed or strongly agreed that the aims had been achieved.
- 7 people said they would be interested in coming to more events like this. Topics suggested included mental health and carers issues.
- 10 people said the event was thought-provoking, 9 that it was informative, 7 that it was interesting.
- Comments included:
 - “Excellent opportunity to network with other agencies and to start the process of utilising Healthwatch – imperative that we make use of this fantastic opportunity.”
 - “Very good presentation from Mick Hutchins – spot on!”
 - “Advocacy for vulnerable people is an essential service, must not be dismissed by cuts. Healthwatch must highlight concern.”

Marketing Literature & Photos



healthwatch
West Berkshire

Your Voice on
health and social
care services

Tell us **your**
experiences of
health and social care services
in **West Berkshire.**

Call today on:
0800 977 4371
or
0118 969 5137

your say

Visit our website: www.healthwatchwestberkshire.co.uk

Email us: contact@healthwatchwestberkshire.co.uk
Facebook: www.facebook.com/healthwatchwestberkshire
Twitter: www.twitter.com/HealthWWBerks

Healthwatch West Berkshire is the independent consumer champion
for residents using health and social care services in West Berkshire

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**Family
Resource
Centre
UK**



How can I find out more?

Please call the Healthwatch West Berkshire team or visit the Healthwatch West Berkshire website to find out more. Details on how to get involved and how to share your views can all be found on the website.

Visit us online and get involved:
www.healthwatchwestberkshire.co.uk
www.facebook.com/healthwatchwestberkshire
www.twitter.com/HealthWWBerk

The Healthwatch West Berkshire team can also send you details and information through the post should you be unable to use the website. If you require a copy of this document in a different format or large print contact us.

Tel: **0118 969 5137** or our free phone number: **0800 977 4371**

Email us:
contact@healthwatchwestberkshire.co.uk

STAY IN TOUCH - CALL TO ACTION

We would like to hear from you about your experiences of health and social care services in West Berkshire. Give us your views either online, by post or over the phone and stay updated with the latest developments.

Your name (optional)

Email address

Contact details (address / preferred contact)

Comments

No personal details will be shared or published anywhere without prior permissions

This service is provided by Family Resource Centre UK Charity



Charity website: www.familyresourcecentreuk.org.uk

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healthwatch
West Berkshire

Your Voice on health and social care services in West Berkshire

Share your experiences and give us your view

What is Healthwatch West Berkshire?

Healthwatch West Berkshire is working in the community to gather views and experiences of health and social care services. The ambition of Healthwatch West Berkshire is to shape the future of health and social care services based on local needs and experiences.

People rarely speak up, for fear of repercussions or because they don't think they can make a difference.

Healthwatch West Berkshire is an opportunity for the public to use its voice to have real influence for children, young people and adults. You can be involved in shaping local services according to what your community wants and needs.

Share your views, get your voice heard!



We have the national influence of Healthwatch England behind us ...



Get involved with Healthwatch West Berkshire; a unified voice is a stronger voice ...

Get Involved

Healthwatch West Berkshire will only function properly with the involvement of local people, groups and charity organisations. By supporting us, joining with us and taking part we can gather a lot of evidence about real views and experiences. We can then use that evidence to tell services about your experiences and hold them to account.

We are looking for Individuals who are based locally to become Healthwatch Champions and Charities to join us to benefit members. We want to create a network of Healthwatch Champions and partners right across West Berkshire. Champions will have two main roles:

- Promoting Healthwatch West Berkshire in their local area. Letting people know what it is and how to get in touch.
- Being the eyes and ears in their local groups and organisations, feeding back experiences.

Get in touch, get involved!

Why Healthwatch West Berkshire

Healthwatch West Berkshire launched in April 2013, we are in the community gathering your views and experiences. Come and talk to us. Your words will make a real difference. We will play an active role in promoting the changes needed for local health and social care services in West Berkshire.

Together we can create a better health and social care system in West Berkshire. This is an opportunity to create a health and social care system that really meets local needs. Tell us what's going on in care services where you live. Tell us what you want, what you like and dislike. We want to hear the good and the bad.

Every voice counts, make yours count today!



Call us on: **0118 969 5137**
 Or **0800 977 4371**



Get Involved

By being involved you can help shape the future of health and social care services in West Berkshire

Active follower Passive follower

Full Name (incl. title):

Email address:

Contact number**:

Address:

Preferred method of contact:
 Email Telephone Post

** We need your permission to be able to text you even if we already have your mobile number. By giving us your mobile number you are agreeing to receive information by text message and understand that the information given will be held and used in accordance with the Data Protection Act 1998 and that permission continues to be granted until confirmed in writing that it is withdrawn.

What area of health and social care are you interested in:

| | | |
|--|--|---|
| <input type="checkbox"/> Ambulance Services | <input type="checkbox"/> Equality and Diversity | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Care Homes | <input type="checkbox"/> GP Services | <input type="checkbox"/> Physical Disabilities |
| <input type="checkbox"/> Carers | <input type="checkbox"/> Hospitals | <input type="checkbox"/> Pregnancy/Maternity Services |
| <input type="checkbox"/> Children and Young People | <input type="checkbox"/> Learning Disabilities | <input type="checkbox"/> Sensory Impairment |
| <input type="checkbox"/> Community nurses | <input type="checkbox"/> Mental Health | <input type="checkbox"/> other (please state): |
| <input type="checkbox"/> Dentistry | <input type="checkbox"/> Older People's Services | <input type="text"/> |
| <input type="checkbox"/> Dementia | <input type="checkbox"/> Podiatry | |

Which statement best describes you (groups can be kept informed):

Individual Charity Community group Social Care Professional Retired

Other / further information:

How would you like to be involved in Healthwatch West Berkshire activity:

Engagement with the public/Events/stands IT Marketing and Communications

Task groups looking at specific issues Research

Interested in:

Experienced in:

How can we help you take part in Healthwatch West Berkshire?

Please let us know of any special requirements you might have (wheelchair access, hearing impairment, reading formats etc.):

Agreement
 Agreement confirmation:* I can confirm that the information given in this form is true and that I am happy for the information in this form to be stored securely as required by the Data Protection Act 1998.

Signed:

Date:

Healthwatch West Berkshire
 Is an independent company
 that gathers your views to
 influence the future of
 health and social care
 services in West Berkshire

healthwatch

West Berkshire

Good or bad, we want to know what you think of the **health and social care** you receive in West Berkshire - so tell us what you think.

This could be anything from hospital visits or appointments with the doctor, dentist and optician, to your experience of family planning clinics, health visitors, and more.

And it's not just **healthcare** we're interested in, it's **social care** too. This includes care for older people, and services for people with disabilities or mental health problems. We'd also like to hear from carers, who play such a vital role in looking after family and friends.

Name (Optional):

Email Address (Optional):

Type of Feedback:

- Praise for good service Complaint
 Request for Information General

Comments:

You can also speak out online at
www.healthwatchwestberkshire.co.uk/speak-out/

- Tick here to be kept up to date with further information.

Information will be used in line with the data protection act and HWWB privacy policy

This form can also be posted to:

**Healthwatch
West Berkshire**
Broadway House
4-8 The Broadway
Newbury
Berkshire
RG14 1BA

 **Speak Out - Your experience can help shape and improve future health and social care in West Berkshire** 



Your Voice on health
and social care services
in West Berkshire.

Have your say;
share your views, make
a real difference today.

**We want to hear
from you.**

Call us:

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healthwatch
West Berkshire



Your Health
Your Care
Your Choice

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