

# Quarterly Impact & Scrutiny Update to Health & Adult Social Care Committee

Update Period: Jan – March 2026

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## 1. Overview

**This quarter we have focused on:**

- Strengthening social listening and real-time insight gathering
- Amplifying public voice around primary care and access
- Deepening engagement with seldom-heard communities
- Feeding evidence directly into commissioners and providers

As a small team of three part-time staff operating within a £96k annual budget, we have prioritised high-impact activity aligned with local system priorities.

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## 1. Projects & Engagement

### Men's Health

- Targeted engagement around preventative care and early help-seeking
- Interest in peer-based models such as 'Andy's Man Club'

### Pharmacy First

- Raising awareness of the NHS Pharmacy First scheme
- Public understanding of which minor conditions pharmacists can treat

### Great Western Hospitals (GWH) Linked Projects

- Feeding patient voice into ongoing service development and improvement discussions

### Find a Dentist

- Review of 'Find a Dentist' website; concerns around accuracy of information provided by service providers. Results shared with Primary Care colleagues
- Supporting residents in accessing NHS dental care and understanding local availability

### AI in GP Appointments

- Capturing public experiences and concerns about digital tools and AI used during consultations
- Feedback shared with ICB and Primary Care colleagues for service review

### Feedback Pathways

- Pathway review – Currently over 146 feedback pathways for health and social care in West Berkshire
  - Feedback shared with ICB and Primary Care colleagues for service review
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## 2. Key Public Insights

- **Primary Care Access:** Confusion about booking systems and digital triage, including AI use
  - **Men's Health:** Lower engagement and stigma around accessing support
  - **Pharmacy First:** Limited awareness, inconsistent understanding
  - **Dental Access:** Difficulty finding available NHS dentists
  - **System Navigation:**
    - Frustration about multiple feedback routes
    - Desire for a simpler, single “front door” for feedback
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## 3. Influence & Actions

- Shared structured insight with ICB, Primary Care, and GWH colleagues
  - Highlighted communication gaps around AI in GP appointments, Pharmacy First, and dental access
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## 4. Next Steps (Open Projects)

- Continue Pharmacy First awareness work
- Deliver Young People engagement sessions (Transitions Pathways after 18)
- Provide ongoing patient insight into GWH service developments
- Support Find a Dentist initiatives and local access awareness
- Continue AI in GP consultation insight and reporting
- Launch “What We Heard / What Happens Next” feedback loop for transparency
- Patient Transport Review