

**healthwatch**  
Trafford

# Performance Report

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1<sup>st</sup> August 2021  
-30<sup>th</sup> September 2021

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## **Chair's report - 1st August - 30th September 2021**

The long-awaited government guidance (Integrated Care System implementation guidance on working with people and communities) was published on 2nd September 2021. Several actions are required including the development of a system wide strategy for engagement by April 2022. I have suggested, through the Public Reference Advisory Board, that we look at both this and other guidance to put forward proposals to the One System Board.

Healthwatch England (HWE) have been proactive in meeting with Integrated Care Systems (ICS) across England. The Chair of HWE, Sir Robert Francis, led discussions with leaders in the Greater Manchester (GM) Partnership, which I attended as the GM Healthwatch representative. We were told that the replacement Strategy for Taking Charge was under development, and they hoped to have Healthwatch involved to get good engagement. The importance of locality was stressed as was the fact that Greater Manchester does not have a hierarchical structure, and a joint committee has been set up to get views from the principal organisations in GM. It was freely admitted that the structures in development now might look quite different in a year's time. The role of Integrated Care Boards and Health and Wellbeing Boards was also touched upon, but no definitive views were expressed.

Earlier in 2021, Trafford Council asked our young volunteer team (Youthwatch Trafford) to look at the Kooth.com online mental health support for young people, to help them assess the effectiveness of this commissioned service. During May-June, Youthwatch undertook a mystery shop and made several recommendations which they presented back to council and TMBC in July. In September we received news from Kooth that they had accepted all Youthwatch's recommendations. We will review again in 12 months and hope to publish Youthwatch's report, including Kooth's response, in October.

During the past two months we have been looking to the future as GM Healthwatch, to address some of the ways we must develop. To do this, we commissioned the Advancing Quality Alliance (AQuA) and now have a clear plan which will be actioned in the coming months. This will look at Healthwatch Quality Framework, particularly around leadership and decision making. We are aware that Healthwatch England have put a bid into this year's spending review seeking a resource so that all Healthwatch can provide a single point of contact 'infrastructure' (or similar) to their local ICS.

We have put together a proposal as to how we can engage with people with a learning disability using day care. We are also well on the way to producing a report on Long Covid. We will also be resurrecting our Highlight reports so that we can widen access to our services.

We have attended around 20 Boards/groups during the period and have been consulted on several changes at a GM level in relation to acute services. We attended four sessions particularly of note hosted by Manchester Foundation Trust to discuss the benefits of several COVID-19 based service changes and whether they should be made permanent. This also involved participating in an

Equality Impact Assessment for any proposed changes. The sessions covered the following sites:

- Manchester Royal Infirmary
- Wythenshawe and Trafford General Hospitals
- St. Mary's Hospital

We raised the issue that where decisions are being made to consolidate services to a single site - based on the argument that this will improve patient care by creating a hub with specialized staff - we need to see data that demonstrates this is needed rather than anecdotal claims.

Access to healthcare is dependent on transportation links within the borough, and any changes to where care is delivered must be considered in partnership with public transport providers

We remain concerned that patients, service users and the public are kept up to date with changes that will impact upon them.



*Heather Fairfield*

**Chair**

HEALTHWATCH TRAFFORD

## Appendix 1.1- Workplan 2020-21

Project	Time	Detail	Outcome
Inequalities in Health and Care in North Trafford	November 2020 - June 2021	<p>Review existing data to identify current inequalities between North Trafford and the rest of the Borough.</p> <p>Engage with representative sample of the population in North Trafford.</p> <p>Identify barriers to health and care services.</p> <p>Identify areas of good practice.</p>	<p>Identification of key barriers to accessing health and care services in the identified area.</p> <p>Identify areas of best/good practice.</p> <p>Produce public report.</p> <p>Report discussed with commissioners and providers of services.</p> <p>Work with providers and commissioners on any service redesign or development to facilitate positive change.</p>
Learning disability project	July 2021 -	Local authority are interested in understanding the experience of those accessing Learning Disability support services in the area.	
HW100 - Priorities	April-July 2021	Conducted a HW100 on people's priorities for the coming year, we asked about service areas and how they should be prioritised.	There will be a report and a short summary report.
HW100 - Long Covid	July 2021 -	There will be a HW100 on long covid.	
Covid 19 Survey 2	Feb-21	A second follow-up survey on continued experiences during the pandemic.	This builds on the original survey and incorporates new questions around the vaccine. Data gathered will be fed back into the Covid Engagement Groups.
GP website review	February 2021 - April 2021	During this time while face to face information is hard to access, our volunteers will undertake a mystery shop of GP Practice websites in Trafford to review the availability and clarity of information available.	We will work with the Local Medical Committee and their members across the five Primary Care Networks in Trafford to address any findings and to champion good practice identified.

## Appendix 1.2- Additional activities

### Income Generation

#### Focus of Work:

- Raising the profile of HW Trafford.
- Development of contacts.
- Creating a portfolio of work to illustrate available functions that can be commissioned.

#### Desired Outcomes:

- A portfolio that can be used to pitch for external research and report writing work by the end of the financial year.
- Work commissioned by external providers.

#### Commissioned Work:

- Personal Health Budgets Information Service (CCG funded): HWT is the first point of contact for enquiries around PHBs. We ensure that enquiries are signposted effectively so that both the public and professionals can access the information they need.
- HW England Work: Smart Survey - we worked with HW England on developing a pilot system for local HW across the GM region. The work concluded in August, and we are waiting to hear back on the results.
- External training: We have delivered web-based training sessions on 'Designing surveys' and 'Analysing Qualitative Data' for Healthwatch England. As of April, we have signed up to deliver 6x more sessions until the end of the year 2021. These sessions are continuing with our next sessions in October and November.
- CQC profiles: We were commissioned by the CQC to provide 3x profiles of local people for their use in understanding how people think about services and their possible engagement with the CQC. The work was concluded in September.

### Core Activities

#### Communications, Information and Signposting

- Audit of digital 'How-To' guides with a view to improving our digital and physical resources ongoing, and short versions have been produced for public display. This work is supported by a business support volunteer.
- Ongoing website maintenance and development
- Performance, Impact, and Annual reporting
- Working to make our information more consistent and accessible.
- Ensuring surveys and relevant communications are sent to subscribers.
- Ongoing signposting and informing via social media.
- Participating in report production and subsequent promotion.
- Relationship building with relevant partner organisations and groups such as the CQC.
- In July we met with the founders of the #MakeMenopauseMatter national campaign, following interaction online. They sought to learn more about the functions of local Healthwatch and how they could encourage their members to get in contact to seek help if local services were failing to support their menopause symptoms. With support from

Healthwatch England we produced a short guide to Healthwatch which was posted to their website<sup>1</sup> and shared to their Facebook group (22.7k members) in September.

## Engagement

- Healthwatch on Tour: developed content for a touring exhibition covering key information about HWT and how to access different health and social care services, supported by volunteers.
- Digital Communications and Engagement Policy delivered in partnership with Communication and Information Officer.
- Refresh of paper service review forms which are used by members of the public at drop-ins to leave feedback about a health service or practice.
- Ongoing standard engagement administration:
  - Identifying community events where a Healthwatch Trafford presence would be mutually beneficial. Liaising with community leaders and event organisers to organise our attendance.
  - Completing risk assessments and event checklists.
  - Organising volunteers to attend on our behalf.
- First in-person drop-ins following COVID successfully took place: mug painting session at The Retreat wellbeing café in Stretford Mall, and Target Community Café in Gorse Hill.
- 10 Steps Training with the NHS Engagement Practitioners Network, to explore how we can improve the use of co-creation techniques in our engagement activity.
- Met with the Respiratory Strategic Clinic Network manager to gather information on the care pathways available for Trafford residents with Long-COVID.

## Reports Published:

- Greater Manchester dentistry report- Published August 2021
- North Trafford project- Published September 2021
- Healthwatch 100: Health and Social Care Service Priority Areas- Published August 2021
- HW100: Health and Social Care Service Priorities infographic- Published August 2021
- Performance report June-July 2021

## Volunteering

- Specific tasks as per the current year's Volunteer Strategy.
- Ongoing tasks throughout the year:
  - Recruitment (advertising, interviews, references)
  - DBS checks where appropriate
  - Inductions and training within 6 months of new starters joining. During this period, we revised our Champion training to make it suitable for online delivery and our new ways of working, involving our existing Champions in the development to learn from their experiences and then rolling out to three new Champions.
  - Supervision and support including monthly bulletins.
  - Maintenance of documentation
  - Supporting virtual engagement work (e.g., The GP website review)
- Hosted virtual volunteer get-togethers for young and adult volunteers to share news and ideas (in accordance with COVID safety measures)
- The volunteer readers' panel continue to assist with the production of our reports: during this period, they reviewed and proof-read our HW100 Long Covid report.

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<sup>1</sup> [https://menopausesupport.co.uk/?page\\_id=13509](https://menopausesupport.co.uk/?page_id=13509)

- Our volunteers also fed back on the initial GMHSCP plans for the Waiting Well website and continue to attend Public Health Q&A for VCSE on Covid-19

## **Governance**

- Schedule regular board meetings, minutes, and action logs
- Produce Annual Report and other performance and monitoring reports
- Maintain contract monitoring and relationships with external stakeholders
- Review underway of volunteer handbook and policies/procedures
- Submit all statutory returns
- Ensure subscriptions are maintained
- Continuing to make changes to organisational strategies and policies to ensure compliance with current regulations



## Appendix 2 - Public engagement

	2020-21 Totals	2021-22 to date	Apr-21	May- 21	Jun-21	Jul-21	Aug- 21	Sep-21	Oct-21	Nov- 21	Dec- 21	Jan-22	Feb- 22	Mar- 22
<b>ENGAGEMENT</b>														
Engagement activities -total	23	13	2	1	-	6	2	2						
Locality 1	2	6	-	-	-	4	0	2						
Locality 2	2	-	-	-	-		0	0						
Locality 3	1	1	-	-	-	1	0	0						
Locality 4[1]	1	-	-	-	-	-	0	0						
Outside Trafford (e.g., Manchester)	-	-	-	-	-	-	0	0						
All Trafford	1	4	-	1	-	1	2	0						
Number of public contacts [2]	2,699	708	10	58	-	609	2	29						
<b>FEEDBACK &amp; SURVEYS</b>														
Number of feedbacks received via website	71	29	3	2	5	1	3	15						
Number of enquiries/feedbacks recorded	81	65	11	8	4	9	14	19						
Number of signposting activities	155	112	24	27	15	14	14	18						
Healthwatch 100: # of NEW people	191	59	RESET	44	2	5	8	0						
Healthwatch 100: # of surveys conducted	2	3	-	1	-	1	1	-						
Healthwatch 100: # of survey responses	331	90	-	26	4	60	0	0						
<b>VOLUNTEERS</b>														

Number of new volunteers (total)	10 (36)	6 (33)	-	-	5	-	-	1						
Number of volunteer hours	465	259	40	31	65	36	28	59						
<i>Business support</i>	59	70	-	-	16	15	12	27						
<i>Engagement/ Outreach</i>	16	34	20	-	-	8	6	-						
<i>Research</i>	125	34	3	7	11	7	2	4						
<i>Strategic</i>	92	61	12	23	16	-	3	8						
<i>Vol management / training</i>	173	61	5	1	22	6	6	21						
<b>WEBSITE</b>														
Unique page views	162,265	53,548	6,137	6,766	10,176	10,341	11,060	9,068						
Youthwatch unique page views	4,205	2,731	393	574	322	730	278	434						
Reports published (minus performance reports)	8	7	1	1	1	-	3	1						
<b>SOCIAL MEDIA</b>														
<b>Twitter</b>														
New followers	N/A	22	9	7	1	9	-	-						
Impressions	N/A	34,781	3,004	3,889	13,300	3,448	9,225	1,915						
Youthwatch new followers	N/A	7	2	3	2	3	1	2						
Youthwatch impressions	N/A	3,948	269	123	474	935	1,799	348						
<b>Facebook</b>														
Page likes	N/A	234	-	-	-	7	-	3						
Facebook posts	3	23	-	1	6	6	5	5						
Reach	-	N/A	1,698	2,261	299	13,269	921	3,893						
Youthwatch page likes	N/A	30	-	-	-	-	-	-						

Youthwatch posts	4	8	-	-	-	3	4	1						
Youthwatch reach	-	N/A	1	-	2	10	11	27						
Instagram														
Posts	16	20	1	2	4	5	5	3						
Reach	-	N/A	137	143	157	164	251	134						
Followers	N/A	876	-	-	-	11	8	1						
Youthwatch posts	10	8	-	1	1	1	4	1						
Youthwatch reach	-	N/A	-	-	-	42	82	57						
Youthwatch followers	N/A	200	-	-	-	-	2	3						

## Appendix 4 - Healthwatch 100

### Health and Social Care Service Priority Areas

Status of information	Output	Key findings
Survey closed, report and infographic published August 2021	Report and infographic	<ul style="list-style-type: none"> <li>• When asked about priority areas, the most popular response was for all service areas to receive attention.</li> <li>• Below this, three priority areas were identified: GPs, community mental health services, and hospital outpatient services.</li> <li>• Respondents highlighted a need for more clinical staff and improved access relating to the location of services.</li> <li>• The comments we received showed a desire for health and care services to quickly return to pre-pandemic levels of operation.</li> <li>• Comments also showed support for improvements to services based on convenience for patients, good quality care, well-funded services, and access for all.</li> </ul>

### Long COVID

Status of information	Output	Key findings
Survey closed, report and infographic produced	Report and infographic	<ul style="list-style-type: none"> <li>• Almost all of the respondents had heard of the term 'Long COVID'.</li> <li>• The internet and GP surgeries were the most popular places where people might go to learn more about Long COVID. Aside from these two responses, the NHS app and NHS 111 were the two answers scoring highest.</li> <li>• Only a small proportion of respondents had heard about the existing support that can be found online at <a href="http://www.yourcovidrecovery.nhs.uk">www.yourcovidrecovery.nhs.uk</a> and is also available in person through the Manchester COVID-19 peer support group</li> <li>• Just over half of respondents had not had Long COVID. Of those that had, most did</li> </ul>

		not seek further support from health services.
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### Waiting for care

Status of information	Output	Key findings
Survey launched, distributed via HW100 mailing list, Healthwatch England have results.	N/A Healthwatch England are managing this report.	<ul style="list-style-type: none"> <li>TBD</li> </ul>

## **Appendix 5 - Feedback and Signposting from CIVI CRM**

### **Enquiry detail summary**

The following is a summary of the related areas we heard about through our enquiries work.

#### **Dental related**

- We had 11 enquires related to dentistry.
- The calls related to not being able to access and NHS dentist in the Trafford area, highlighting how this is an ongoing issue for residents.

#### **GP related**

- There were 7 enquiries related to GPs.
- The cases related to a wide variety of issues, there was no one major theme. Examples include dissatisfaction with how bloods were taken, not being happy with NHS111 and the GP, not feeling their practice had been managing their care well, Long Covid, access issues when visiting the practice, and AskMy GP.

#### **Mental Health Services related**

- There was 1 call related to mental health.
- The caller stated their relative had not been receiving enough support in the past 3 months.

#### **Social Care related**

- We received 5 calls related to social care, 3 of which were related to social services.
- 2 calls related to the cost of care.
- Another call related to discharge from hospital to a respite home
- One call related to a lack of support over an extended period.
- The second call related to child services.
- We also heard about a visit from a health visitor that had ended in a misunderstanding. The caller wished to complain.

#### **Hospital related**

- There were 2 enquiries related to hospital services.

- One related to contacting PALS, which we advised them how to do.
- A second call related to a desire to make a complaint about hospital and the social care that followed.

## Appendix 6 - Website analytics

The top 5 most visited Healthwatch website pages and areas (*not including the home page*):

Page type	Page	Link
Resource page	NHS 111 Call-first Frequently Asked Questions (FAQs)	<a href="https://healthwatchtrafford.co.uk/resources/nhs-111-call-first-faqs/">https://healthwatchtrafford.co.uk/resources/nhs-111-call-first-faqs/</a>
News item	NHS test and trace service & the new 119 telephone number	<a href="https://healthwatchtrafford.co.uk/news/nhs-test-and-trace-service-the-new-119-telephone-number/">https://healthwatchtrafford.co.uk/news/nhs-test-and-trace-service-the-new-119-telephone-number/</a>
COVID-19 information page	COVID-19 Vaccination	<a href="https://healthwatchtrafford.co.uk/coronavirus-covid-19/covid-19-vaccination/">https://healthwatchtrafford.co.uk/coronavirus-covid-19/covid-19-vaccination/</a>
How-to guide	How to Get seen by a doctor	<a href="https://healthwatchtrafford.co.uk/how-to/how-to-get-seen-by-a-doctor/">https://healthwatchtrafford.co.uk/how-to/how-to-get-seen-by-a-doctor/</a>
Resource page	Sexual Health	<a href="https://healthwatchtrafford.co.uk/resources/sexual-health/">https://healthwatchtrafford.co.uk/resources/sexual-health/</a>

The top 5 most visited Youthwatch website pages and areas (*not including the home page*):

Page type	Page	Link
Resources and How-To	Your questions: At what age can I visit the doctor alone	<a href="http://youthwatchtrafford.co.uk/your-questions/at-what-age-can-i-visit-the-doctor-alone/">http://youthwatchtrafford.co.uk/your-questions/at-what-age-can-i-visit-the-doctor-alone/</a>
Resources and How-To	Mental health	<a href="http://youthwatchtrafford.co.uk/health-hub/mental-health/">http://youthwatchtrafford.co.uk/health-hub/mental-health/</a>
Resources and How-To	About Youthwatch Trafford	<a href="http://youthwatchtrafford.co.uk/about/about-youthwatch-trafford/">http://youthwatchtrafford.co.uk/about/about-youthwatch-trafford/</a>
Resources and How-To	Young parents	<a href="http://youthwatchtrafford.co.uk/health-hub/young-parenting/">http://youthwatchtrafford.co.uk/health-hub/young-parenting/</a>
Resources and How-To	Lesbian, Gay, Bisexual, Trans & Queer + (LGBTQ+)	<a href="http://youthwatchtrafford.co.uk/health-hub/lgbt/">http://youthwatchtrafford.co.uk/health-hub/lgbt/</a>