

**The Trafford Healthwatch 100**

# Trafford Star Service Report

A report looking at the services  
that people in Trafford  
were impressed by

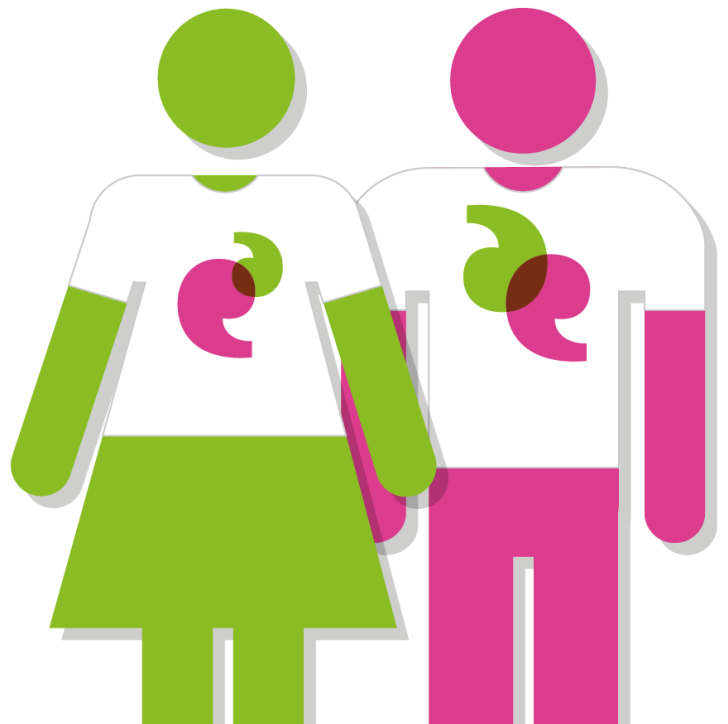


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## Introduction to Healthwatch Trafford

This report has been produced by Healthwatch Trafford. The Healthwatch network consists of 152 Healthwatch organisations across each of the local authority areas in England. It also has a national body called Healthwatch England based in London. We are all independent organisations who aim to help people get the best out of their local health and social care services; whether it's improving them today or helping to shape them for tomorrow.

Everything we say and do is informed by our connections to local people and our expertise is grounded in their experience. We are the only body looking solely at people's experience across all health and social care in Trafford. As a statutory watchdog, our role is to ensure that local decision makers put the experiences of people at the heart of their care so that those who buy (commissioners) and provide our services (NHS Trusts, GPs, the voluntary sector and independent providers) can benefit from what Trafford people tell us.

We have produced many reports in the past covering lots of elements of health and social care in Trafford. These can be found on our website at

<https://healthwatchtrafford.co.uk/our-reports/>  
or by contacting us directly using the details on the back cover.



## Executive summary

Healthwatch Trafford carried out a survey in asking the people of Trafford to choose a star social care or NHS service, and to tell us why they chose who they did.

This report contains our findings based solely on the results of the Healthwatch 100 survey undertaken in the summer of 2019.

114 people responded to our survey, which comprised the following questions:

1. Who would you nominate as your star NHS or social care service?
2. Why did you choose them as your star service?

## Key findings

Feelings towards the NHS in general are very positive, and the services that people identified as being their star services largely fell in the categories of Hospitals and GP practices.

Trafford General Hospital was the most identified service, with people showing real gratitude for the experiences they or their family have had in the past. This might not be a surprising result, considering that it was the first NHS hospital (known then as Park Hospital) and has been a feature of the Trafford community for over 70 years. Comments such as “My mum had breast cancer. The staff here were excellent and looked after her every step of the way” and “They were caring during an emergency. Very efficient” are typical, with multiple respondents crediting the hospital with saving their (or a loved one’s) life.

What might be considered surprising is that six of the top eight services identified as star services by respondents in Trafford were hospitals from outside of the borough. Salford Royal had 11 nominations and was the next highest rated after Trafford General. Responses were similarly positive, and these results are indicative of the number of Trafford residents who are required to attend appointments and specialist services in other parts of Greater Manchester.

There was a clear winner from the GP practices, with St Johns Medical Centre getting more nominations than any other service. The helpfulness of staff was a big reason, being mentioned three times, and they were also commended for turning their virtual Patient Participation Group into a real one.

Turret Orthodontist was the most recommended non-GP or hospital service, with respondents impressed with their friendliness and the information they give.

Overall, friendly staff was a big feature in the responses, showing how important it is to people to be treated with humility and kindness by health professionals. Also, the way that respondents value the NHS as a whole is very obvious.

## Recommendations

- Staff in all services should be friendly and helpful to patients, who really appreciate it particularly when they are in situations where they are anxious, worried and even afraid. This approach should be encouraged by service providers using all means necessary, and the providers should be encouraged, especially, to recognise excellent service when it is given by their staff.
- Providing relevant and useful information to patients helps them feel informed and supported. As a theme, we have seen that being well informed has a huge positive effect on their perceptions of the service they receive.

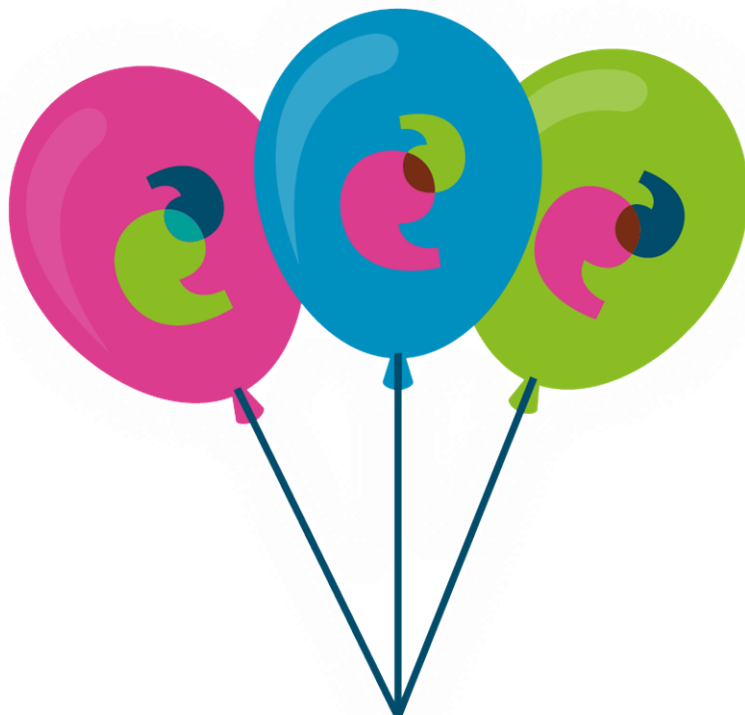


## Background

Healthwatch Trafford continually collects feedback from people who live, work or use services in Trafford. While much of this feedback comes from complaints and people having trouble with the system, we find a large amount of what we hear is positive.

When we carried out a survey in the summer of 2018 to establish how people in the area regarded the NHS at 70 years old, we found a huge amount of positive sentiment and it was clear that there is a strong feeling of people being grateful for treatment they had received.

So, we decided to recognise those services that people identified as having given them excellent service, where they felt they had exceeded expectations or had just given that little extra that made all the difference to someone.



## Methodology

This project utilised surveys as the tool for collecting information, using our Trafford Healthwatch 100 programme. Questions were designed to be simple and easy to understand with the specific intention of collecting answers in an interesting and creative way.

The survey was created with events in mind that were to be held across the borough in Trafford over the summer. So, to make the questionnaire visually interesting and enticing as well as being an interactive activity, the questions were asked and the answers were collected in the form of 'bunting'. Once the 'bunting form' was filled out, it was stapled to a line and displayed on the stall.

The survey was run for two months with data collection closing in September 2019.

## Data collection

The survey was available both online and in 'bunting' paper format.

The online SurveyMonkey survey was shared via the Healthwatch Trafford website and social media platforms (Twitter, Facebook and Instagram), as well as via email to the Trafford Healthwatch 100 members and our volunteers.

Paper 'bunting' were taken to our drop-in events, where members of the public could fill them in if they were able or receive help to complete them if required. Data was then entered into SurveyMonkey.



Once the survey was closed, the data was downloaded, and all personal identifiable information was removed. No demographic information was collected. Following this, the information was then shared with the Healthwatch Trafford staff and selected research volunteers to analyse.

## Analysis of data

Qualitative analysis was performed using Microsoft Excel and involved coding responses. The full free text answers that the coding was produced from is in an edited form to ensure nothing personally identifiable is included in this report.

## Results

### Question: Who would you nominate as your star NHS or social care service?

Service Provider	Responses	%
Trafford General Hospital	15	13
Salford Royal	11	10
Royal Manchester Children's Hospital	6	5
Manchester Royal Infirmary	4	4
North Manchester General Hospital	4	4
St Johns Medical Centre	4	4
Stepping Hill Hospital	4	4
Wythenshawe Hospital	4	4
Altrincham General Hospital	3	3
St Mary's Hospital	3	3
Turret Orthodontist	3	3
Bolton Royal Hospital	2	2
Delamere Medical Centre	2	2
Manchester Eye Hospital	2	2
Royal Oldham Hospital	2	2
Tameside Hospital	2	2
Birch Dental	1	1
Bolton CAMHS	1	1
Bolton Children's A&E	1	1
Christie Hospital	1	1
Circle Dentist	1	1
Clayton Health Surgery	1	1
Derbyshire Road South Surgery	1	1
Francis House Children's Hospice	1	1
Leigh Chiropodist Service	1	1
Leigh Walk in Centre	1	1
Monton Medical Practice	1	1
Poppies Dental Care	1	1
Revive Dental	1	1
Shay Lane Medical Practice	1	1
Stockport Paediatric A&E	1	1
Trafford CAMHS	1	1
Trafford Children's Physio	1	1
Urmston Group Practice	1	1
Washway Road Medical Practice	1	1
Wigan Hospital	1	1
Withington Hospital	1	1
Non-specific service	22	19
Total	114	



<i>Service Category</i>	<b>Responses</b>	<b>%</b>
<i>General Hospital</i>	31	27
<i>Children's Services</i>	21	18
<i>GP Practice</i>	17	15
<i>A&amp;E/Minor Injuries</i>	15	13
<i>Maternity</i>	12	11
<i>Dental Services</i>	11	10
<i>Other</i>	7	6
<i>Total</i>	114	

- 37 responses identified services within Trafford borough.
- 22 responses identified services that were not specific (e.g. NHS Mental Health Services).
- 55 responses identified services outside of the borough.

## Findings

### Question: Who would you nominate as your star NHS or social care service?

Hospitals had the highest number of responses with over 50% being around hospitals. We therefore split these into General, A&E/Minor Injuries, Maternity and Children's Services (see results on page 8). Looking through the results it is clear that people love the NHS with the words 'amazing' and 'great' both being used in eight responses each.

Trafford General received the most praise through the surveys with 15 responses, and Salford Royal on 11. (See results on page 7. The service providers are as the respondents named them.)

### Question: Why did you choose them as your star service?

*Some notable comments in the survey included:*

#### Trafford General Hospital

"Easily accessible and excellent service."

"Excellent efficient service."

#### Salford Royal

"Excellent service. GP sent for an ambulance for my husband to be taken to Salford Royal. Seen right away, in hospital for a week with pneumonia. Service very good and making good recovery."

"They were absolutely amazing when my daughter had to go in."

#### Wythenshawe Hospital

"They were fantastic and very supportive when I was having my baby."

"My mum was in Wythenshawe Hospital for 3 weeks. Very happy with the care and attitude of the staff and with the outpatient aftercare."



### **Community Matrons**

“Without them I would be so lost. They look after me so much. My health is really bad. Their care is so good. The nurses that care for me not only look after me but are friends to me. I can call them any time.”

### **Blood testing**

“Time appointment works close to perfect. IF you can get through to someone when you try!”

### **The NHS**

“The NHS should be appreciated and not be taken for granted.”

## Appendix 1: The survey

### Introduction

Healthwatch Trafford is the independent health and social care services champion for the people of Trafford. We gather and represent your views and experiences to show where services are doing well and where they can be improved.

The **Healthwatch 100** is our panel of residents who share their opinions with us once a month through quick-fire online surveys. During May-June 2019, our Healthwatch 100 project is focusing on your **star NHS or social care service**.

Our volunteers are visiting community groups, community centres and hospitals in Trafford with paper versions of the survey to ensure as many people as possible get a chance to share their views.

If you complete this short survey, we can automatically share future Healthwatch 100 surveys directly with you online (once a month at most) or we can just include your views in this one project, just let us know. This survey consists of seven questions then asks for some details about you at the end. Your response will be anonymised so your individual identifying information is kept confidential.

This survey also available online at [www.healthwatchtrafford.co.uk/the100](http://www.healthwatchtrafford.co.uk/the100) if you prefer.  
**The deadline is Monday 2<sup>nd</sup> September 2019.**

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Tel: 0300 999 0303  
Email: [info@healthwatchtrafford.co.uk](mailto:info@healthwatchtrafford.co.uk)

Survey collected at: ... Date: ... ID No:
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## The Survey



We want to know what NHS or social care service you have been most impressed by, or feel they are doing a great job.

Has someone gone above and beyond the call of duty for you, or does something just work really well for you? Nominate them here!

Who would you nominate as your star NHS or social care service?

Why did you choose them as your star service?

## Thank you!

Completed surveys can be returned to us at our freepost address:

Freepost Plus RTHB-BARA-AJJX  
Healthwatch Trafford  
126-150 Washway Road  
SALE, M33 6AG  
(or pop it in a freepost envelope if one was provided)

## Appendix 2: Bunting design



## Acknowledgements

We wish to thank those who have made putting together this report possible. Thanks to all the people who responded to our survey, and the people who spoke to us at events about their experiences of services in the borough.

We would also like to give thanks to staff who made it possible for us to run our engagement activities around the borough.

Healthwatch Trafford relies on the time and effort given by our amazing volunteers. For this report, thanks go to our volunteers who supported this survey by engaging with the public at the NHS Party in the Park in Urmston on 7th July, at a drop-in at Altrincham hospital on 18th July, at Trafford Live on 21st July and the 999 Emergency Services Day at the Trafford Centre on 1st August:

- Healthwatch Trafford Champions: Jayne Goldie, Pete Johnson, Steve O'Connor, Martin Reilly and Jean Rose.
- And our Youthwatch Trafford Young Champions: Sohail Shabbir, Yousuf Shabbir, Hania Sulaiman and Nathan Taylor.

We'd also like to thank our Business Support Volunteer Pete Longmire for capturing the paper-based responses, our Research Volunteer Kieran Riach who helped staff to analyse and summarise the feedback and our Business Support Volunteer Karen Mookerji for proof-reading and helping with the production of the report.

If you require this report in an alternative format, please contact us with your requirements.



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