



Grateful today,  
**powerful  
tomorrow**



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# Foreword

# Foreword



By

**The Very Reverend, Dr Mark Beach**

**Dean of Rochester Cathedral & Independent Chair of  
Healthwatch Medway**



**Welcome to  
Healthwatch  
Medway's first  
Annual Report.**

I am delighted to present this Healthwatch Medway annual report which summarises our first year of operation (April 2013 - March 2014) and describes our approach to delivering Healthwatch locally, along with what we have done and how.

Healthwatch has been created at a time of major change for health and care services. The new environment is a challenging one, so the role of a consumer champion is especially important.

The Government has committed to putting people who make use of health and care services at the heart of their care, with "Nothing about me, without me" as the guiding principle.

For this reason, Healthwatch Medway has adopted a rights-and-evidence based approach to our work.

In championing the consumer voice, we will, at every stage, be led by what people tell us about the services they receive.

I want to thank all those involved in helping us to achieve a positive start



in the task of becoming a trusted voice in the community.

Looking forward, we intend to build on the intelligence gathering undertaken during year one and develop more robust partnerships with local partner organisations, volunteers, and of course, the communities we all serve. This will increasingly enable Healthwatch Medway to exert stronger influence across the local system in order to ensure that the consumer voice continues to be properly integrated into the planning and delivery of services.







# Section 1

## What is Healthwatch?

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## National Policy

The Health and Social Care Act 2012 set up Healthwatch as the consumer champion for health and social care.

In line with broader government policy, citizens and communities were given an opportunity to influence more directly, the services provided in their locality.

## Healthwatch England

Healthwatch England was established in October 2012 with a national remit and is a statutory committee of Care Quality Commission, supported by CQC's infrastructure and with access to its expertise.

## Local Healthwatch

Local Healthwatch organisations are commissioned by upper-tier and unitary local authority areas in England and were established on 1 April 2013.

The aim of local Healthwatch is to:

- ☐ Empower local people to have real voice in how health and care services are developed.
- ☐ Check that local health and care services are listening to the views
- ☐ Challenge health and care services to ensure their systems/processes are co-designed in partnership with local people.
- ☐ Encourage best practice in the participation of the public in the design and delivery of health and care services.

There are three statutory functions of Local Healthwatch:

1. Citizen Engagement
2. Information and Signposting
3. Independent advocacy for NHS Complaints



## Establishing Local Healthwatch (Healthwatch Medway)

Local Authorities had the option to award the statutory functions of a Local Healthwatch to separate providers.

Medway Council made the decision to award the three functions of local Healthwatch to two separate providers.

Provider 1 - Medway Citizens Advice Bureau - provides the local Healthwatch functions of Citizen Engagement, Information and Signposting.

Provider 2 - Support, Empower, Advocate, Promote (SEAP) - provides the independent complaints advocacy function for NHS services.





## Section 2

# Healthwatch Medway



## **Medway Citizens Advice Bureau - The Contract Holder**

In April 2013, Medway Council awarded the contract for delivery of local Healthwatch functions of Citizen Engagement, and Information and Signposting to Medway Citizens Advice Bureau.

The 'contract holder' is the provider organisation that Medway Council holds responsible for making sure that Healthwatch Medway is delivered successfully in Medway.

The contract was awarded on the understanding that:

1. An independent community interest company (Healthwatch Medway CIC) would be established for the delivery of Local Healthwatch in Medway.
2. Medway Citizens Advice Bureau would deliver the Healthwatch Medway CIC with partner organisations in order to maximise opportunities for community engagement.

## **Healthwatch Medway Community Interest Company (CIC)**

Medway Citizens Advice Bureau set up Healthwatch Medway Community Interest Company (CIC) to deliver the local Healthwatch functions.

Healthwatch Medway CIC is a registered Community Interest Company, established as a wholly owned trading subsidiary of Medway Citizens Advice Bureau.

## **Healthwatch Medway CIC Board and Structure**

Strategic leadership for Healthwatch Medway CIC is provided by its Board of Directors.

Healthwatch Medway Board of Directors is made up of Executive and Non Executive Directors.

With the exception of the Contract Holder, all Board members are volunteers.

Executive Directors are drawn from the partner organisations.



Non-Executive Directors are drawn from the Medway community by an open recruitment process.

Healthwatch Medway has an independent Chair.

The board composition is as follows:

- 1 x Independent Chair - Non-Executive
- 1 x Chief Officer Medway Citizens Advice Bureau - as the Healthwatch Medway Contract holder
- 1 x Executive Director from Medway Citizens Advice Bureau Board of Trustees
- 1 x Executive Director from HANDS Rochester (Volunteer Centre, Rochester)
- 1 x Executive Director from METRO
- 1 x Executive Director from Medway Ethnic Minority Forum
- 1 x Executive Director from Sunlight Development Trust

- 3 x Non Executive Directors recruited from the Medway community

### Healthwatch Medway paid staff

Operational staff are employed by Medway Citizens Advice Bureau.

- 0.6 (part-time) x Interim Operations Manager (May 2013 onwards)
- 0.5 (part-time) x Information and Signposting Officer (April 2013 onward)
- 1.0 (full-time) x Community Participation and Engagement Officer (August 2013 onwards)

### Role of Partners Organisations

The organisational model was designed to realise the skills and expertise of the partner organisations to support the development of Healthwatch Medway. As follows;



- **Medway Citizen Advice Bureau:** information and signposting expertise
- **Sunlight Development Trust:** community engagement and mobilisation. SDT subsequently released a member of staff to support operational delivery on an interim basis
- **Medway Ethnic Minority Foundation:** engagement with black and minority ethnic communities
- **HANDS Rochester (Volunteer Centre Rochester):** recruitment, training and support of volunteers
- **METRO:** engagement with LGBT communities and other protected characteristics

## Meet Healthwatch Medway Board of Directors and Contract Holder

				
Richard Iddenden	Alan Street	Dr Greg Ussher	Priti Joshi	Simon Millard
On behalf of	On behalf of	On behalf of	On behalf of	On behalf of
				

Healthwatch Medway Independent Chair (Non-Executive)	Healthwatch Medway Contract Holder
	
The Very Reverend Dr Mark Beach	Dan McDonald Medway Citizens Advice Bureau



## Section 3

# What have we done?





## Healthwatch Medway has based its work on the eight key activities which a local Healthwatch needs to carry out to meet the requirements of the legislation.

### Eight Key Legislative Activities

The eight key activities which a local Healthwatch must carry out are as follows:

1. Promoting and supporting the involvement of local people in the commissioning (buying), provision (selling), and scrutiny (checking) of local care services.
2. Enabling local people to monitor the standard of local care services and if these services could be improved.
3. Obtaining the views of local people about their needs for, experiences of local care services, and making these views known.
4. Making reports and recommendations about how care services could be improved.
5. Providing information and signposting to support access to local care services.
6. Based on the insights and experience shared, forming a view about whether local care services need to be improved. Sharing this insight with Healthwatch England.
7. Making recommendations to Healthwatch England to advise the Care Quality Commission to carry out special reviews or investigations about particular issues.
8. Providing Healthwatch England with intelligence and insight it needs to enable it to perform effectively.



## Setting Up Healthwatch Medway

During the April 2013 - March 2014 period we have primarily focused on mobilisation activities and emergent local priorities, including;

- The Community Interest Company (CIC) and associated governance
- Operational delivery (facilities, staff, service and structures for consumer representation within the system )
- The Information and Signposting service
- Citizen / community engagement

Following publication of the Keogh report in July 2013, and with a limited budget, Healthwatch Medway prioritised citizen and community engagement activity relating to Medway Foundation Trust. Specifically, developing channels through which to gather local people's experiences and using this to create high quality evidence to

support local quality improvement and monitoring activity, and inform the planning and delivery of local services.

We are pleased with progress to date whilst recognising that there is considerably more that can be achieved. Our second year will look to build on these successes and develop more mature relationships with key strategic partners so that the consumer voice can become even more mainstreamed into the Medway health and care economy.

## Healthwatch Medway CIC and associated governance

### Healthwatch Medway Board of Directors Meetings:

- 12<sup>th</sup> June 2013
- 28<sup>th</sup> August 2013
- 8<sup>th</sup> November 2013
- 18<sup>th</sup> December 2013
- 6<sup>th</sup> February 2014
- 6<sup>th</sup> March 2014



**Healthwatch Medway Board of Directors Development Sessions:**

- 21<sup>st</sup> November 2013
- 30<sup>th</sup> January 2014
- 25<sup>th</sup> February 2014

**Representing consumer experience within the health and care system**

Following formal approval by Medway Council, External Representatives from Healthwatch Medway contributed the consumer perspective to the Council's democratic structures, meetings, pre-meetings, task groups, and consultation events.

**Medway Health and Wellbeing Board Meetings:**

- 16<sup>th</sup> August 2013
- 22<sup>nd</sup> October 2013
- 9<sup>th</sup> January 2014
- 25<sup>th</sup> February 2014

**Medway Health and Adult Social Care Overview and Scrutiny Meetings:**

- 20<sup>th</sup> August 2013
- 11<sup>th</sup> November 2013
- 28<sup>th</sup> January 2014

**Medway Children and Young Persons Overview and Scrutiny Meetings:**

- 14<sup>th</sup> January 2014
- 25<sup>th</sup> March 2014

Healthwatch Medway also provided evidence to NHS England's Quality and Surveillance meetings for Kent & Medway and the Quality Improvement Process (Keogh); to Medway Clinical Commissioning Group Local Quality Meetings, and Care Quality Commission Inspections. In addition, Healthwatch Medway commented on the Quality Accounts of local provider organisations.



## Information and Signposting

Healthwatch Medway has provided a web-based information and signposting facility, alongside a working hours telephone service for Medway residents.

The service provides information on entitlements and access to local health and care services. In this way it helps people understand any options and choices that they may have in relation to local services.

It is an impartial service provided directly to individual residents and promoted to the local community at locations across Medway and via digital media channels.

In 2013/2014 we received 79 telephone enquiries; these resulted in 146 signposts to 42 different organisations. 91% of these enquiries were resolved on the same day and the 9% that took longer than one day to resolve were due to the complexity of the issues.

In addition, signposting at community engagement events resulted in a further 351 signposts to other organisations.

37% of the Healthwatch Medway telephone Information and Signposting service were signposted to the Independent Advocacy for NHS Complaints (SEAP).

Just under half of the enquiries received raised issues or concerns about the provider Medway NHS Foundation Trust. General practice, social care and non-hospital health services were the other concerns most commonly raised.

## Citizen / Community Engagement

Healthwatch Medway believes that community engagement is an iterative process that requires ongoing support.

It aspires to working with the community, particularly those with protected characteristics, in order to build positive relationships and trusted partnerships that will help support the improvement of health and care services across Medway.

We will always avoid parachuting into communities and understand without authentic feedback from people who experience services and members of the Medway community more



generally; we will be unable to do our job effectively. This feedback helps Healthwatch Medway to prioritise activity.

A Community Engagement Strategy was agreed by the Board to inform Healthwatch Medway's approach to engaging with the public, communities of interest, providers and other stakeholders.

Insights and experiences gathered from engagement activity are acted upon and analysed as appropriate and this activity provides the basis of Healthwatch Medway's evidence based intelligence, which is then directed toward points of influence within, and outside of the local system, in order to improve health and care services.

Informational materials have been commissioned and distributed widely across Medway, within primary, social care and community settings.

### Healthwatch Medway 'Pop-up' Listening Events

- 14<sup>th</sup> October 2013 - Lordswood Healthy Living Centre

- 15<sup>th</sup> October 2013 - Strood market
- 16<sup>th</sup> October 2013 - Rainham Healthily Living Centre
- 17<sup>th</sup> October 2013 - Medway Foundation Trust
- 18<sup>th</sup> October 2013 - Pentagon Shopping Centre
- 6<sup>th</sup> December 2013 - Medway Foundation Trust hospital
- 8<sup>TH</sup> January 2014 - Medway Foundation Trust Hospital
- 6<sup>th</sup> February 2014 - Sunlight Development Trust
- 5<sup>th</sup> March 2014 - Mid Kent College
- 6<sup>th</sup> March 2014 - Medway Foundation Trust

These 'pop-up' Listening Events generated 328 citizen insights about health and care in Medway.

These insights related to 51 separate health and care service providers in Medway.



Between April and June 2014 Healthwatch Medway 'pop-up' Listening Events, in 10 different locations in Medway, have already generated 405 citizen insights about local health and care services.

### Healthwatch Medway Community Networking:

During the year Healthwatch Medway has networked with a wide range of voluntary and community groups and organisations in Medway delivering Information sessions on the role/function of Healthwatch Medway and gathering insights.

### Healthwatch Medway Listening via Digital Communications

During 2013/2014 Healthwatch Medway developed digital channels to support citizen engagement.

#### Healthwatch Medway Website

[www.healthwatchmedway.co.uk](http://www.healthwatchmedway.co.uk)

232 news articles were posted along with more than 75 different opportunities for local people to get

involved in the design, delivery and monitoring of health and care.

**Healthwatch Medway Twitter** account @HWatchMedway had 654 followers.

**Healthwatch Medway Facebook** page had 62 'likes'

[www.facebook.com/healthwatchmedway](http://www.facebook.com/healthwatchmedway)

### Independent Advocacy for NHS Complaints

Support, Empower, Advocate and Promote (SEAP) provides the NHS complaints advocacy service for Medway residents. Healthwatch Medway routinely signposts residents to this service, and to other health NHS related complaints services, liaising with SEAP and others regarding trends which are emergent from casework activity. SEAP provide independent reports on their activity to local commissioners.





What  
people said  
about us ...



'Medway Clinical Commissioning Group is keen to continue developing a partnership with Healthwatch Medway. We recognise the important role Healthwatch can play, providing an independent consumer voice going forward and are delighted that they are participating in our local quality meetings'.

**Alison Burchell**  
Chief Operating Officer  
NHS Medway Clinical Commissioning  
Group



'Healthwatch Medway has been hugely supportive of Medway Foundation Trust during a challenging period. I have been impressed by the clear focus on service improvement and their ability to hold up a mirror on the services we provide'.

**Steve Hams**  
Chief Nurse  
Medway NHS Foundation Trust





What  
people said  
about us ...

‘It is really important that Healthwatch Medway and Care Quality Commission work closely together to support service improvement. Healthwatch Medway has adopted a sensible and pragmatic approach to its enter and view activity, working with the regulators to support their activities in relation to Medway Foundation Trust rather than setting up processes that could cut across this work’.

**Terri Salt**  
Hospital Inspector  
Care Quality Commission

‘The participation of Healthwatch in the Health and Wellbeing Board stocktake of engagement was important to the Council. A number of recommendations were made that highlighted the need to continue to develop the relationship and work more closely and we are keen to ensure that Healthwatch can develop its independent consumer perspective as it matures.’

**Councillor Andrew Mackness**  
Chairman  
Medway Health and Wellbeing Board



## Section 4

# What have we found out?

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## Headlines from Healthwatch Medway engagement and involvement with local people in 2013/2014

Our engagement activity has identified some big cross-cutting themes relating to the experience of Medway people using health and care services.

### How people find information

People find it hard to find information about Medway health and care services

People want information that is easier to understand

People want a choice of the format in which information is provided

People find it expensive to print information from the internet and often it is technically hard for people to do so

People want information provided in the format which meets their requirements (protected characteristics) e.g. large print

People find it hard to remember information accurately unless it is given to them in a portable format

### How people can get involved in shaping service design by sharing their experience

People want to be involved in shaping services but find it hard to know how to get involved

People want to know what opportunities there are to get involved during the year, to be able to plan their time and take part

People in Medway want to know how their feedback has been used to make changes and improve services

People who need additional support to participate in shaping and improving health and care, want to know how independent support will be provided

People want commissioners who understand co-production and the difference between information and consultation

People find formal democratic structures in Medway inaccessible



### **How people can give feedback on their experience of using health and care services**

People want to share their positive and negative experiences of using services

People want an easy way to share comments and experiences of using services and this could stop concerns leading to complaints

People want to be able to share their experience without providing all of their personal details

People find it hard to find out how to make a complaint

People find it very difficult to complain and to whom in the new health and care system

People are afraid that if they do complain they will lose a service they need

People are afraid to complain about key services, such as the hospital or GPs, in case they lose access to this provision in Medway

When people do complain they want to be kept informed of the progress of their complaint

People want more independent advocacy to support them when using the health and care system

### **How people can access health and care services in Medway**

People have very varied experiences of getting an appointment with their family doctor

People want clear information about charges that GPs may make

People want to access health services at Medway NHS Foundation Trust hospital but find it difficult to do so as a result of traffic jams, queues for the car park, parking fees and poor signage

People want more information about social care services in Medway

People want services to work together so that their experience is positive







## Section 5

# What we have done with the money?

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## Healthwatch Medway

### Statement of activities for the year ending 31 December 2013

	Restricted 2013 £	Unrestricted 2013 £	Total 2013 £	Total 2012 £
<b>Income</b>				
Donations/Grants	64655	00000	64655	00000
Interest receivable	00000	00000	00000	00000
<b>Total Income</b>	<b>64655</b>	<b>00000</b>	<b>64655</b>	<b>00000</b>
<b>Expenditure</b>				
Charitable activities: Direct Costs	00000	00000	00000	00000
Salaries	38756	00000	38756	00000
Other Staff costs	2419	00000	2419	00000
Office	2461	00000	2461	00000
Charitable activities: Overheads	00000	00000	00000	00000
Premises	4579	00000	4579	00000
Advertising/consultancy	8755	00000	8755	00000
	00000	00000	00000	00000
Overhead Recharges	6253	00000	6253	00000
<b>Total resources</b>	<b>63223</b>	<b>00000</b>	<b>63223</b>	<b>00000</b>
<b>Net income/(expenditure) for the year</b>	-	00000	1432	00000
Fund balances brought forward	-	00000	00000	00000
<b>Fund balances carried forward</b>	-	00000	1432	00000

## Notes

Statement of Activities provided by  
Medway Citizens Advice Bureau



## Section 6

# What next?



## Looking forward, Healthwatch Medway intends to focus on a number of issues that have been identified during its first year of operation.

We acknowledge that to be a credible and robust partner, it is important for us to ensure that our governance and board development is a key priority. The independent chair and directors are therefore committed to a full programme of board development that will ensure individuals, and the board as a whole, can work effectively together and make a real impact locally.

We will review our decision-making and prioritisation processes to assure ourselves, alongside the communities we serve, that resources are being used effectively.

In championing the consumer voice, Healthwatch Medway will continue to be led by what people tell us about the services they receive and want.

So, in our second year of operation we will strengthen our community engagement activity; building on the success already achieved and learning from this experience. Some local feedback has indicated that we could for example; improve how we let people know about what we have done as a result of the engagement documented in this report. We will review our communications in the light of this and seek to publicise the results of our work more effectively.

We have already begun an important volunteer recruitment process. These roles are intended to complement and support our staff team and have been developed against a skills and competency framework. During year two, we intend to finish the recruitment process and put a training and development programme in place that will enable all volunteers to understand our values, ethos and ways of working alongside the policy framework and local health and social care environment.

This document outlines how Healthwatch Medway has chosen to support the programme of improvement in Medway Foundation Trust. Whilst hugely challenging, we intend to continue to work with the Trust alongside other statutory organisations and regulators, to



ensure that the consumer voice is represented at relevant points of influence.

Finally, the Board is determined to build on the intelligence gathering undertaken during year one and develop more robust partnerships with local partner organisations, volunteers, and of course, the communities we all serve. This will increasingly enable Healthwatch Medway to exert stronger influence across the local system in order to ensure that the consumer voice continues to be properly integrated into the planning and delivery of services.



# References



## Health & Social Care Act (2012):

<http://www.legislation.gov.uk/ukpga/2012/7/contents/enacted>

## Ipsos MORI (2013) Public Perceptions of the NHS (Tracker Survey): Winter 2013 wave report:

<https://www.gov.uk/government/uploads/system/uploads/>

## Care Bill (2013/14):

<http://www.publications.parliament.uk/pa/bills/lbill/2013-2014/0045/140045.pdf>

## Transforming Participation in Health and Care (2013):

<http://www.england.nhs.uk/wp-content/uploads/2013/09/trans-part-hc-guid1.pdf>

## Healthwatch Trade Mark

Healthwatch Medway uses the Healthwatch trade mark under licence from Healthwatch England. Copies of this report are available on request from Healthwatch Medway. It can also be downloaded from our website.

Alternative versions of the Healthwatch Medway Annual Report 2013/2014 will be available.



