

# Healthwatch Lincolnshire Annual Plan

October 2021 –  
September 2022



it starts with  
**YOU**

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**healthwatch**  
Lincolnshire

## Introduction

This annual planning document 2021-22 provides structure and direction to successfully run the Healthwatch Lincolnshire Contract.

## Executive summary

As the statutory independent champion for social care, health service users and the general public, Healthwatch Lincolnshire has a key role in helping to make sure that the planning and delivery of services take into consideration the needs and wishes of the people who use them. We also gather people's views of the services they use and share that information with the organisations that plan and provide services.

Over the next year we aim to:

- Continue to influence commissioners and providers on how they engage and involve the public voice
- Increase the volume and quality of insights received from the public and service users in order to deepen our understanding of their experiences
- Ensure that the work of Healthwatch Lincolnshire is transparent, effective and sustainable within the contract allocation

## Foreword

By Dean Odell Healthwatch Lincolnshire Contact Coordinator

I am pleased to share with you the Healthwatch Lincolnshire Annual Plan for 2021/2022 which will shape the direction of our efforts to provide residents of Lincolnshire an opportunity to have their voices heard regarding Health and Social Care services.

The impact of our work is crucial to inform change. We want to keep you involved in our work in a number of ways, either by attending our public meetings or accessing our reports online.

Further information can be found by accessing:

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

## About us

Healthwatch Lincolnshire is one of 152 local Healthwatch bodies established throughout England on 1 April 2013 under the provisions of the Health and Social Care Act 2012. The remit of local Healthwatch covers all publicly funded health services for both adults and children and social care services for adults only. The role is to champion the rights of users of social care and health services and to hold the system to account for how well it engages with the public.

We have the following functions:

- **Engagement** - Promoting and supporting the involvement of people in the monitoring and commissioning of local health and care services.
- **Patient/carer service user's voice** - Obtaining the views of the whole community, capturing their needs and experiences of social care and health services and make those views known to providers and commissioners.
- **Information Signposting** - Providing information and signposting to the public in relation to social care and health services.
- **Health and Social Care Insight** - Making reports and recommendations about how social care and health services could or should be improved, also identifying what is done well.
- **Networking** - Providing information that supports Healthwatch England in understanding the needs, experiences and concerns of people who use services.
- **Representation** - We also have a statutory place on the Health and Wellbeing Board.

## Decision making

The purpose of the Healthwatch Steering Group (HSG) is to oversee the operation of and provide assurance to HWLincs regarding the delivery of the Healthwatch Lincolnshire Contract and to ensure successful delivery of its work programmes. As such it has decision making powers where there is a need for priorities and spend to be considered. The group takes its insight from the operational team internally but also from the vast amount of external information sources. The role of the HSG is to provide a check and balance on activities to ensure the KPIs and statutory requirements for the Healthwatch Contract are being met.

## Principles of Engagement

To enable patients, service users and the public to share their views and experiences of health and social care services, our Healthwatch Lincolnshire Contract staff will adopt the following principles of engagement. These principles will cut across the selection, planning, delivery and reporting of our activity.

- **Work in collaboration with others**

We will work with partners across all sectors to make the most of our capacity for engagement and involvement.

- **Engage creatively and meaningfully**

We will need to think creatively. We will make sure that when we engage, we engage with purpose rather than engaging for engagement's sake, making our HUBs work in a self-sufficient but supported way and suggesting new ways to respond to requests for our attendance.

- **Engage digitally**

The development of our digital activity is crucial in collecting patient feedback, in addition it is an ideal conduit to share with the public what Healthwatch and other partners are doing.

- **Plan engagement**

This will help us listen to what patients, service users and the general public say matters to them so that we can speak up using evidence-based opinions and recommendations.

- **Provide information and signposting**

We will ensure that the public are aware of their rights and what health and care they should receive and in addition we will signpost them appropriately.

- **Involve volunteers**

We will ensure that the general public can actively get involved in Healthwatch through a variety of volunteer roles which add value, variety and diversity to our engagement and delivery functions.

# Our Engagement Tools

## YourVoice@Healthwatch

Our YourVoice@Healthwatch events are an opportunity for the public to attend and take part in a panel Q&A session. The panel at these events are hand-picked to best answer the public questions around the chosen theme and consists of key decision makers within the field of expertise. It is also an opportunity for attendees to network with service providers and other charity organisations. There is now more participation from community groups, third sector organisations, patient representative groups and the general public, leading to open discussion and meaningful responses.

Average attendance is between 40 to 50 people per event from a wider background of the community and a higher attendance from hard-to-reach groups as well as patient representation groups and members of the public.

Themes chosen for these events, reflect priorities of the Healthwatch Lincolnshire Contract and data gathered from engagement and other sources.

As a result of the COVID-19 pandemic, these events have evolved and adapted and in July 2020 we conducted our first online event. We have continued to develop these as online events and over the next year we will be looking to provide short form content that is engaging and informative. We will also look to run two Your Voice events face to face in public.

Themes for future YourVoice@healthwatch

Nov 2021	Community wellbeing
Jan 2022	Dentistry
Apr 2022	Integrated care
Jul 2022	Social care - 1 year on

## Communications

Effective communication and marketing are vital to delivering this Annual Plan and needs to include all aspects of Healthwatch Lincolnshire's work, with a need for more digital communication in 2021-2022.

- 1. Promotion** - Continuously develop, strengthen, and promote Healthwatch Lincolnshire brand and independence to all residents and communities in Lincolnshire.
- 2. Impact** - To regularly communicate the impact of Healthwatch Lincolnshire work and activities to all stakeholders via social media and other communication opportunities.
- 3. Support** - To support residents of Lincolnshire with Health and Social Care messages and information on behalf of provider and commissioner stakeholders.

# Volunteering

*‘Volunteering is the commitment of time and energy, for the benefit of society and the community, the environment or individuals outside (or in addition to) one’s immediate family. It is unpaid and undertaken freely and by choice’*

Volunteers recruited to support our Healthwatch Lincolnshire work are recognised as a valued resource, key to our ability to deliver the Healthwatch Contract and Annual Plan. Involving volunteers is also an important part of our statutory requirement of delivering a local Healthwatch.

Healthwatch Lincolnshire is committed to growing volunteer roles and activity to enable us to deliver public and patient involvement across health and social care services in Lincolnshire.

Healthwatch Lincolnshire realises the value of volunteering in our work and the benefits of patient participation across all public health and social care services so that:

- Volunteers’ capabilities and capacity are best utilised to support our work
- Volunteering is celebrated and patient participation strengthened
- Volunteering and its benefits are promoted broadly within local communities to build connections and ensure our continued success through representation
- Volunteers get the most out of their experience

We will continue to embrace diversity and encourage volunteers from all walks of life.

In line with the HWLincs Volunteer Strategy, we plan to develop new, diverse and varying volunteering opportunities that will appeal to both existing and potential volunteers.

The overarching aim of volunteers within the Healthwatch Annual Plan is to develop and promote good practice in the involvement and support of volunteers within Healthwatch Lincolnshire that will in turn contribute to effective delivery of our Annual Plan.

With much of our work our volunteer activity has been affected due to the COVID-19 pandemic. This has led us to look at new ways to incorporate our volunteers into our work.

- We will continue to utilise their skills through our Readers Panel, quality assuring the written work.
- Encourage their own networks - friends and family to give feedback about health and social care services.
- Online research - this includes collecting feedback from social media groups, as well as the review of digital content and websites.
- Develop further our new digital volunteer roles.
- Co-production work.
- Review the restart of public facing community outreach.

# Information signposting

Offering information and advice is a core part of our work. We will continue to:

- Provide an appropriate response to anyone who contacts us with a health or social care query, whether by phone, email, post, social media, or engagement event.
- Give individuals independent and impartial information and support about choices available to them.
- Promote the information and signposting service to make sure people and service providers are aware of how we can help them.
- We will be developing helpful guidance and advice articles that we will be sharing on our website.
- Continual horizon scanning for new signposting opportunities to share with the public and ensure our current information, where identified, is up to date.

## How we set priorities

Annually our priority areas are identified by our Healthwatch Steering Group. The rationale used includes:

- Subjects where Healthwatch Lincolnshire has received a significant number of patients, carer or user experiences which suggests there is a gap or inequality in a service.
- Health and social care areas that have been identified as annual commissioning intentions and priorities for the Lincolnshire Clinical Commissioning Group (CCG) and Lincolnshire County Council Adult and Children's Social Care where we feel we have a role in ensuring patient engagement is at the heart of commissioned services
- Topics that have been highlighted to us where there is a known gap in data intelligence from other work streams (or bodies) such as Joint Strategic Needs Assessment (JSNA) or the Lincolnshire Health and Wellbeing Board which is not being covered by another body.
- Areas of national concern raised by NHS England, Healthwatch England, Department of Health etc, where gathering of local experiences would support any consultation activity.
- Seldom Heard. These communities are those which we hear from least, specifically on areas of access and treatment to and from health and social care services.

# Healthwatch Lincolnshire Objectives 2021 - 22

To provide timely & accurate information and signposting to the public to enable them to make informed choices for their Health & Social Care needs.

To gather views from the public on COVID-19 recovery to support & influence service changes to help improve patient experience & outcomes.

To gather views from the public to help influence the delivery & commissioning of Health & Social Care services that affect them, including as part of The Integrated Care System

To work with key stakeholders & organisations to support and influence service improvements in Health & Social Care.

To Improve our awareness and reach across Lincolnshire to ensure people know of us, contact us for advice and share their experiences with us.

# Our Activities October 2021 - September 2022

**Overall theme - Integrated Services - services users experiences of social care and health working together in Lincolnshire**

The aims of this priority are:

- Identifying what works
- What needs improving?
- What needs are not being met?
- Gaps in service provision

Integration is about everyone, patients' carers, communities, and workforce. Crucial to its success will be listening to patient experiences. Healthwatch is here to ensure that representative patient voice is fully considered or heard in service commissioning and development.

## **COVID-19 Recovery**

Moving into our new contract year it is important that we acknowledge the impact the COVID-19 pandemic is having in Lincolnshire. We want to gather views from the public on COVID-19 recovery to support and influence service changes to help improve patient experience and outcomes.

We are continually hearing from residents of Lincolnshire about problems with accessing Primary Care, GPs, Dentists and Mental Health Services, as well as long hospital waits for treatment and appointments. We will be supporting a national campaign to learn about the impact of delays on people, how they are coping while they wait and what support they think would help them better manage their health. The aim is to help services understand how the five million people currently waiting for hospital treatment can be better supported.

The aims of this priority are to understand:

- People's experiences of waiting for care
- What advice, information, or support the NHS has given while people wait

## **Healthwatch England**

**Making health and care information accessible:** This will launch in January 2022 and potentially run over 18 months. The aim is to help NHS, and social care decision-makers understand the steps needed to ensure people get clear and accessible information that helps them make decisions and get the most out of services.

## **HWLincs**

We will support HWLincs in its wider charity activity related to local health and care by working collaboratively and promoting activity which will benefit local communities or seek their wider involvement, therefore complementing the work of the Healthwatch Contract.

## **Watchdog**

Under our watchdog role we will be looking back at some of our previous work and evaluating how providers have responded to our recommendations and to see how well services have or have not improved for patients.

## **Quality Accounts**

Every year Healthwatch Lincolnshire is asked to comment on local service providers Quality Accounts.

Under our watchdog role we have agreed trigger points throughout the year up to March 2022 to enable the Healthwatch Steering Group to have a better understanding of the impact of NHS Trust performance on patient and carer experience against their quality account priorities. This allows us to use patient experience to influence the quality accounts throughout the year rather than waiting until the end of the year to provide our evaluation.

## **Social Care**

Healthwatch Lincolnshire continues its commitment to social care and will be working collaborating with Lincolnshire County Council and Adult Social Care to agree the main themes and focus of our work within social care. Plans will be agreed by the end of December 2021, and we will be looking to run this work between May and July 2022. In the meantime, we continue to encourage social care feedback from the public which will be shared with the relevant providers and commissioners to improve patient experience.

## **Healthwatch Lincolnshire 100 Voices**

We will launch a bimonthly public survey which will investigate topics that people show concern about and use the information to improve services in the area. We will aim to collect at least 100 responses to these surveys.

## **Rural Communities**

We will be engaging with some of the most rural parts of our county to understand their challenges and how Health and Social Care services can meet the needs of the rural population. This links in with the work we did last year around the COVID-19 pandemic and where many people felt that where they lived, and the geography of the county resulted in inequalities for them accessing the right care.

## Measurable KPIs

Under Lincolnshire County Council monitoring we have 6 measured Key Performance Indicators (KPIs)

	Annual Target
Number of people sharing their views and experiences with us on health and social care in Lincolnshire.	1500
Number of people provided with information and signposting	Increase by 10%
Volunteer hours	Increase by 10%
Website & social media stats	Increase by 15%
Number of people signed up to our distribution list	2000

**As part of our monitoring and KPIs we also report on the following qualitatively:**

We report on the opportunities we provide for Lincolnshire residents to share their views and concerns with providers and commissioners demonstrated by:

### Summary of feedback received

- Analysis of enquires Healthwatch Lincolnshire receive through monthly reports, subject specific reports, targeted activity reports and escalation papers.

### Influencer/Watchdog

- Share where local views contribute to local, regional, and national work/consultations.
- Demonstrate improved quality assurance through representation and our contributions.

### Impact

- Quarterly comms - 'You Said, We Did' style press release
- Report on case studies
- Progress against Annual Plan
- Annual Report (June 2022)

## Healthwatch Lincolnshire Workplan 2021/22

Seeking the views of people on their experience of needing or using health, public health and social care services.

Area of work	Deliverables	Action	Time
<b>Gathering views</b>	To gather views on health and social care	To increase the number of people who share their experiences with us - 2020-2021 we had 1,069. We would like to see at least 1500 directly sharing their experiences with us.	
	Review the restart of public facing community outreach	Review how and where we conduct face to face engagement with the public through our volunteer activity.	October 2021 onwards
	To run 100 voices survey every two months to gather residents' views	We will conduct a survey every two months with the aim of achieving at least 100 responses to each survey.  We will report the findings and utilise the results to inform providers and commissioners of services.	
	YourVoice@Healthwatch	Continue to provide a public event where Lincolnshire people have a chance to ask questions to health and social care leaders. We will continue to develop the format both face to face events and virtually.	
	To reach and engage frontline staff	Engage with frontline staff to understand the role of Healthwatch Lincolnshire for patients and service users.	
	Hear from more diverse groups of people, seldom heard	Continue to actively engage with seldom heard groups, also updating our systems to better record demographical information in line with Healthwatch England's updated taxonomy.	
<b>Specific Insight</b>	To understand the public's view on the integration of health and social care services	To engage with residents and services users about how well services work together and what could be improved. This will inform the ICS.	

	To understand the public's view on COVID-19 recovery across health and social care.		
	To understand the public's views of social care in Lincolnshire	We will increase our efforts to hear more about social care services in Lincolnshire. Support LCC with patient insight for services evaluations.	
<b>Watchdog</b>	Continue to revisit and monitoring services	Continue to revisit and monitoring services	Stroke Services 2022

**To provide timely & accurate information and advice to the public to enable them to make informed choices for their health & care needs.**

<b>Area of work</b>	<b>Deliverables</b>	<b>Action</b>	<b>Time</b>
Information advice and signposting	To provide an advice and information service to the public	More people will be helped to get the right information and advice. We will be developing helpful guidance and advice articles that we will be sharing on our website.	
	To increase the number of people accessing information and signposting, through our team and through our website	Create a series of information advice articles for our website with up-to-date content.	
	Providing up to date signposting and advice	Continual horizon scanning for new signposting opportunities to share with the public and ensure our current information where identified is up to date.	

Acting on what we hear to bring about improvements in the health and care policy and practice.

Area of work	Deliverables	Action	Time
Governance	To hold at least 2 Healthwatch Steering Group meetings in public and papers to be available to view on the Healthwatch Lincolnshire website		
	Present our Annual Report in public along with future plans	Hold an event to celebrate the work shared in our Annual Report.	Post June 2022
	Healthwatch Steering Group - review of membership and representation roles		
Impact	To report quarterly on the impact and difference Healthwatch has made to residents of Lincolnshire	Look at creating internal mechanism to record impact better so we can share more easily with the public the difference we are making.	
	To produce regular case studies of experiences to share with the public	Case studies will be collated to show where Healthwatch has had impact and a positive outcome has occurred due to the public engaging with Healthwatch.	
	To deliver on the outcome of Healthwatch England quality framework self-assessment	We will have a shared understanding of Healthwatch Lincolnshire's effectiveness between providers, commissioners and Healthwatch England.	
	To conduct a 360 review with residents and professionals within Lincolnshire to gather feedback on the performance of	We will conduct a 360 review with residents and professionals and produce a report to inform the Board of the findings.	

	Healthwatch Lincolnshire to support the organisation's long-term development		
<b>Volunteers</b>	To involve volunteers in all aspects of Healthwatch Lincolnshire work. Continue to recruit and develop volunteers within the organisation	We will continue to develop a strategy for volunteer recruitment as well as retain existing volunteers and create diverse and varied opportunities.	
	To review volunteer role specifications	We will review all volunteer role specifications to ensure they are meeting the requirements of the organisation.	
<b>Communications</b>	To produce consistent and quality messages with the public through our website, emails and social media	To produce a comms plan, on a monthly basis, to schedule social media posts and other content. We will provide up to date information, reports and press articles on our website and share through our social media. We will provide an online response form to support sharing views digitally.	
	To grow our Enews Distribution list	We will increase the number of people signed up to our Enews distribution list - currently at 782, aim to have at least 1000 people signed up by September 2022.	
	To produce monthly update reports	We will produce monthly update reports which will be made available on the website.	

		Take further steps to promote our role around social care - increase the amount of feedback received around social care.	
	Supporting Healthwatch England National Campaigns		Jan 2022
	To produce the Healthwatch Lincolnshire Annual Report	We will produce an Annual Report which will be made available on our website.	June 2022
<b>Influencing</b>	To attend all required statutory meeting within the Lincolnshire health and care system	We will attend the Health and Wellbeing Board, Overview and Scrutiny Committee and Health and Care Partnership Boards.	
	To be engaged in the development of the Integrated Care System within Lincolnshire.	We will ensure the voice of the patient is embedded in the ICS decision making at both ICS system level and place level.	