

Healthwatch Blackpool 2016/ 2018 Strategy

Mission statement:

- To be the independent consumer champion for health and social care in Blackpool
- To effect measurable positive change in health and social care at a local level

Where are we now:

Following the successful acquisition of the Healthwatch Blackpool contract by Empowerment in April 2015, progress was made in year one through engagement with over 2000 individual responses to surveys and undertaking reviews into 11 specific services and 11 individual care homes. We now have a body of work, which demonstrates our ability to review health and social care services professionally, present findings, and make recommendations where appropriate and to hold service providers to account.

Where do we want to get to:

- Become a sustainable independent organisation
- Have an impact on health and social care services and influence decision making
- Larger public visibility and more volunteer involvement
- Be an example of good governance

Strategic objectives:

By April 2017:

1. Build on catalogue of work done by reviewing specific services of concern to the public
2. Have a measurable impact on the delivery and decision making of local health and social care services and to demonstrate our achievements (*"You said; we did"*)
3. To explore sustainability options; To be in a position to generate revenue by bidding for commissioned projects, and identifying projects to be commissioned for Healthwatch Blackpool to carry out
4. Hold an internal Board assessment review
5. Increase number of frequently involved volunteers to **20**

By April 2018:

1. Continued statutory obligation to review specific services of concern to the public
2. Have a measurable impact on the delivery and decision making of local health and social care services and to demonstrate our achievements (*"You said; we did"*)
3. To have generated an additional **£2,000** of work through commission bids or revenue from paid services
4. To hold an external Board assessment review
5. Increase the total number of Healthwatch Blackpool volunteers to **40**

What is the objective	How/what channels?	Date to be completed by	Measure of success by 31 st March 2017
Build on catalogue of work done by reviewing specific services of concern to the public	<p>Conduct a survey of Blackpool residents asking which health and social care services are of a concern to them</p> <p>Agree a plan of work with Board and Commissioners based on the results of public survey</p> <p>Conduct individual service reviews through co-operation with service providers and commissioners, requiring response</p>	<p>31/06/16</p> <p>17/07/16</p> <p>31/03/17</p>	<p>All or Most reviews have a response given to the reports</p>
Have a measurable impact on the delivery and decision making of local health and social care services and to demonstrate our achievements (“You said; we did”)	<p>Hold services to account and require a response to findings and recommendations</p> <p>Create a feedback form for service providers which seeks to discover what changes have been made as a result of HwB input</p> <p>Revisit some 2015/ 2016 reviews to get further update on changes made</p>	<p>31/03/17</p> <p>17/07/16</p> <p>31/03/17</p>	<p>All or Most reviews have a response given to the reports</p>
To explore sustainability options; To be in a position to generate revenue by bidding for commissioned projects, and identifying projects to be commissioned for Healthwatch Blackpool to carry out	<p>Conduct an Options Assessment to assess Healthwatch Blackpool’s viability as a charity, or limited company</p> <p>Create a catalogue of purchasable services from Healthwatch Blackpool</p> <p>HwB to perform a skills analysis and develop training opportunities, which can be sold to providers (such as social media, marketing, web design, accessibility etc.).</p>	<p>31/03/17</p> <p>31/12/16</p> <p>31/12/16</p>	<p>Cohesive board</p> <p>Application for charity status begun / option chosen from Options Assessment</p> <p>Webpage/materials demonstrating and promoting HwB chargeable services</p>

What is the objective	How/what channels?	Date to be completed by	Measure of success by 31 st March 2017
Hold an internal Board assessment review	Assessment completed in-house of governance	31/03/17	Cohesive board with stable governance
Increase number of frequently involved volunteers to 20	<p>HwB to redraft volunteer roles to incorporate more flexibility and broader skill sets the organisation could utilise</p> <p>HwB to dedicate 1 month encouraging volunteering, holding Library stands, targeting retired communities, attending Networking events and approaching Voluntary Sector organisations</p> <p>HwB to create a Youth Healthwatch to encourage young people to review Health and social care</p> <p>HwB to work with Blackpool & The Fylde College, and Blackpool Sixth Form College</p>	<p>31/07/16</p> <p>31/12/16</p> <p>31/09/16</p> <p>01/09/16</p>	Refreshed webpage and role descriptions
Continued statutory obligation to review specific services of concern to the public	<p>Conduct a survey of Blackpool residents asking which health and social care services are of a concern to them</p> <p>Agree a plan of work with Board and Commissioners based on the results of public survey</p> <p>Conduct individual service reviews through co-operation with service providers and commissioners, requiring response</p>	<p>31/05/17</p> <p>30/06/17</p> <p>31/03/18</p>	All or Most reviews have a response given to the report.
Have a measurable impact on the delivery and decision making of local health and social care services and to demonstrate our achievements (“You said; we did”)	<p>Hold services to account and require a response to findings and recommendations</p> <p>Revisit some 2016/117 reviews to get further update on changes made</p>	<p>31/03/18</p> <p>31/03/18</p>	All or Most reviews have a response given to the reports

What is the objective	How/what channels?	Date to be completed by	Measure of success by 31 st March 2017
To have generated an additional £3,000 of work through commission bids or revenue from paid services	<p>HwB to utilise existing professional body of work, number of volunteers and independent status to promote paid services/training to various bodies (CCG, Blackpool Council, private healthcare providers, 3rd sector organisations).</p> <p>HwB to look at partnership working with other local/national charities</p> <p>HwB to explore potential pieces of existing funding which have a patient/service user feedback focus</p>	<p>30/09/17</p> <p>31/12/17</p> <p>31/04/18</p>	
To hold an external Board assessment review	<p>Assessment completed by external body to review governance of Healthwatch Blackpool</p>	<p>31/03/18</p>	<p>Cohesive board with stable governance</p>
Increase the total number of Healthwatch Blackpool volunteers to 40	<p>HwB to dedicate 1 month encouraging volunteering, holding Library stands, targeting retired communities, and attending Networking events</p> <p>HwB to promote volunteering throughout year, linking in with volunteer organisations</p> <p>HwB to hold a volunteer celebration event</p> <p>HwB to grow Youth Healthwatch with support from Blackpool Colleges</p>	<p>31/07/17</p> <p>31/03/17</p> <p>31/09/17</p> <p>31/12/17</p>	<p>Total number of volunteers reaches 40</p> <p>Total number of volunteers reaches 40</p>