



# **Activity Report**

**1<sup>st</sup> October 2024 – 31<sup>st</sup> December 2024**

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# Project Work & Reports

## Carers: Behind the Care Report

In October we published our report about the lives of Carers in Herefordshire. The full report can be read [here](#).

The report summarises the themes, issues, concerns and ideas for improvement that we learnt through the conversations with carers around Herefordshire.

Since publishing the report, we have been presenting the findings to a wide range of stakeholders and interested parties, seeking opportunities to collaborate to bring some of the recommendations to life for carers.

The recent formation of the Carers Partnership Board in Herefordshire has allowed us to work closely with providers and partners to bring together an action plan of focus areas that we can begin work on together, our report has played a big part in the creation of this action plan.

Early in 2025 we planned a strategy session at the place partnership board One Herefordshire. This focus on carers was co presented with local authority, mental health and ICB colleagues. we will present summary of findings on the carers and discuss what actions can be taken as a county to co-produce the outcomes needed.

## Community Health Champions

In December Deb & Sam launched our first Community Health Champions training session for the first 10 champions, held at the Kindle Centre.

Our Community Health Champion programme has been designed as part of the REN2 (Research and Engagement Network – see below) project that is funded by NHSE and is about research and engagement through volunteers in our communities to encourage future sustainable engagement networks.

The focus of the Community Champions Programme is Cancer & Cardiovascular Disease awareness and highlighting the importance of prevention and screening. This includes healthy lifestyle factors and training volunteers to be able to have encouraging conversations within their own communities about this topic.

In developing this programme, we worked closely with the Shropshire, Telford & Wrekin ICB who have a similar programme for Cancer Champions in the community that has

been running for the past two years. In this time, they have trained and continue to actively engage with over 300 community health champions.

Click [here](#) to see a sample of our first staying in touch newsletter that we have sent to the first 15 people we have trained.

## Research Engagement Network Development (REN2)

The Research Engagement Network 2 (REN2) is part of a national NHS England initiative. Our project seeks to establish a health, wellbeing and care participation function and resource for Herefordshire, managed and co-ordinated by Healthwatch. This initiative will create a framework for public participation in health wellbeing and care on a wide range of topics, research and services.

REN2 has moved onto the next stage of the project over the last quarter, focusing on the successful launch of our [Wellness Watcher Volunteer App](#), active community engagement and collaboration with local businesses. The Wellness watcher App is provided through [Team Kinetic](#). The App is designed to streamline the process of connecting volunteers with opportunities across the county, it provides a user-friendly platform for individuals to discover, sign up and engage in volunteer activities that align with their skills and interests.

To promote this App team member Deb has supported pop up sessions all around the county to interact directly with the public on this. Also during the last quarter we have expanded the volunteer roles we have available at Healthwatch Herefordshire and we now have volunteers actively volunteering as Digital Champions and Three over Tea Story collectors. During the next quarter we plan to continue the recruitment and engagement with our



**Do you care about Improving health & wellbeing in your community?**

**Are you ready to make a difference by raising awareness about cardiovascular disease and cancer?**

We're looking for people who:

- Are passionate about raising awareness in their communities.
- Are willing to start conversations about cancer, cardiovascular disease, and preventative measures.
- Can provide insights from their community to help shape future services.
- Can offer their time flexibly, whether it's a few conversations or participating in awareness events.

Contact us on 01432 277074 or email us at [info@healthwatchherefordshire.co.uk](mailto:info@healthwatchherefordshire.co.uk) for more details



**wellness watchers**

.....

## Discover Our Volunteer App

[Download Now](#)

Find out about our opportunities and register to become a Wellness Watcher on our volunteer app today!

<https://healthwatch-herefordshire.teamkinetic.co.uk>

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volunteers by adding to our Roadshow Ambassador role to support the Cancer & Cardio Vascular Disease prevention roadshows we are delivering.

Over the last quarter the team have started to interact with providers around the county to onboard them using the App as a way to promote and share their volunteer opportunities. We will continue to work on this and collaborate with those who want to start interacting on this platform with us.



# DO YOU NEED VOLUNTEERS?

## WHY NOT ADVERTISE YOUR ROLES ON OUR APP FOR FREE?



**Boost your impact by advertising your volunteer roles for free on our volunteering app!**

**Reach individuals eager to contribute their skills and time to meaningful roles like yours.**

**Our app is designed to connect you with the right volunteers for your roles effortlessly and makes managing your volunteers a breeze!**

**Expand your reach and find committed volunteers in just a few clicks**

**Contact us today to learn more about getting registered on our app**

**email:**  
[info@healthwatchherefordshire.co.uk](mailto:info@healthwatchherefordshire.co.uk)  
tel: 01432 277044 / 077930 08196

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

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# Spotlight On...

## Chatty Caravan's 2024 Tour Season!

Chatty Caravan had a busy last quarter of the year in 2024, engaging in a wide range of locations across the county, talking to communities that often don't get a voice in all things health and wellbeing.



Chatty attended Christmas Fayres across Herefordshire, Kington OAK Community Day, Herefordshire Dementia Festival, Ross Volunteer Festival to name just a few!



Chatty has allowed us to create a talking point and safe space out in the community to really understand what matters to people in the areas we visit and what impacts their health and wellbeing.



We are working through the feedback we have gathered as a team and are using it to shape

future projects, and further conversations in those communities to make sure that everyone has their voice represented in things that matter to them.

Chatty has lots planned in already for the final quarter of 2024/25, take a look at our Facebook page to find out where we will be or let us know if you have somewhere that you think we can bring Chatty in your communities.





# Spotlight on... Loneliness Project

Amy & Sam have over the last quarter have launched and started work on the **Understanding Loneliness** project in Herefordshire. The project orgianted through conversations with General Practice and the Local Authority to ascertain what loneliness is really like and what are the solutions that people feel are needed to help them through this.

We have engaged with a wide range of services seeking opportunites to enage with users of their services on this topic. We have created a survey to sit alongside the engagement and for those who maybe aren't able to share their loneliness story with us at the time, to capture an understanding of what people are doing to self-manage and reduce their loneliness. Full report will be published in April 2024.



Below highlights some of the themes of the conversations we have been having so far about why people experince loneliness;

- Aging & isolation are linked to loneliness
- Lack of close relationships
- Major life changes & grief
- Caretaking responibilities
- Technolgy overuse replacing real life
- Introversion & low self esteem
- Mental health issues
- **Loneliness** isn't just about lacking people around you, it can be also about lacking **connection**

Things we are starting to understand that people are doing to try and combat their lonelinless;

- Joining groups or communities
- Doing exercise or enjoying outdoor hoobies
- Using digital befriending & seeking face to face befriending opporunities
- Setting daily routines to have a plan and purpose daily
- Becoming a regular somewhere even if that's the local shop for example

# 10,000 Stories

Over the last quarter through all our engagement we continue to collect people's thoughts on our 10,000 story-gathering questions. We have now collected around 800 stories. We have reached out over the last quarter and engaged with schools to ensure we are representing the voice of Herefordshire's children in this.



Some of the themes we are hearing so far in our 10,000-story gathering.

## One thing you would change?

- Improve public transport & transport links – countywide
- Improve youth activities/provision
- Neighbourhood safety
- Safety of play areas in terms of drug & drink paraphernalia
- The need for a bypass to relieve traffic congestion
- Increase support for vulnerable children – waiting lists are too long

## What works well?

- Rural areas feel like fairly safe places to live
- Green & open spaces/the countryside
- The feeling of community in local areas
- Supporting of local businesses and charities
- Overall strong sense of community and tradition in parts



# Engagement & Events

Quarter 3 has been a busy quarter for engagement, aside from Chatty Caravan outings, we have engaged through a wide variety of channels and working with other local providers to maximise contacts with communities.

The last quarter has seen some active engagement through both Herefordshire Sixth Form College and Hereford & Ludlow Collage to support our youth engagement but also to expand our volunteering opportunities to these groups.



## Our Storybank

During October to December we have continued to collect a wide range of stories, we have heard more in areas such loneliness, GRT general experiences, carers and experiences in A&E.

# Influencing Strategy and Planning in Health and Care

Healthwatch plays a partnership role in a varied range of boards, working groups and forums in Herefordshire and across our wider integrated care system footprint (Herefordshire and Worcestershire), where we:

- Hold commissioners and providers of health & care services to account.
- Advocate for the involvement and co-production of service design and delivery with communities.
- Feed in the views that we have heard directly from residents or from other voluntary and community sector organisations.

The following are some of the strategies and plans we have helped to shape this quarter:

- Herefordshire Carers Strategy 2024-29
- Herefordshire Homelessness Forum chaired by Healthwatch Herefordshire.

- Herefordshire Together Collaborative.
- All Age Joint Strategy Update.
- Health inequalities ambassadors' day.
- Healthwatch England Sustainability workshops.
- Partnering with Worcestershire Alliance for a workshop with VCSE and Herefordshire & Worcestershire NHS Health & Care trust to develop an

action plan for working together across community sector with Mental health services.

- Cancer workshop with general practice, Macmillan, Wye Valley Trust & ICB

## Forums Healthwatch Attend

### Regional Forums:

- Healthwatch England forums; Engagement, communications, volunteering, Equality Diversity & Inclusion Network
- Healthwatch West Midlands Network

### Herefordshire & Worcestershire Integrated Care System Forums:

- Mental Health Collaborative
- ICS Partnership Assembly
- ICB Board (Attendee)
- Elective Care board
- Children's Programme board
- Urgent and emergency care board
- Health inequalities prevention and personalisation collaborative
- Quality, resources, and delivery committee
- System Quality Forum
- Stroke programme board.
- Shared care record programme board
- Dementia Programme board
- Strategic Commissioning Committee
- Embedding the VCSE in the ICS
- Carers Reference Group
- Local Dental Network

### Herefordshire Forums:

- Health & Wellbeing Board
- One Herefordshire Partnership
- Health Inequalities personalisation & prevention group
- Herefordshire Engagement Network
- Children's and Adults Scrutiny Committees
- Learning Disability Partnership Board
- Autism Partnership Board
- Adult Mental health partnership
- Children and young people emotional health & wellbeing partnership
- Dementia Partnership
- Children & Young People's Partnership
- Transformation Tuesday
- Healthy relationships group
- Adult Safeguarding Board
- Children's safeguarding board
- Wye Valley Patient Experience Group
- Herefordshire Together Collaborative
- SEND strategy group.
- Oral health improvement board
- Making Every Adult Matter & BRAVE strategic group.
- Homelessness Forum
- Tobacco Control Alliance

# Information, Advice & Feedback

## Q3 Enquiry Insights



Total Enquiries 39



22

WEBSITE



3

OUTREACH



8

EMAILS



6

PHONE CALLS



26 Women

7 Men

5 Unknown



0-12 (0)

16-24 (2)

25-49 (3)

50-64 (11)

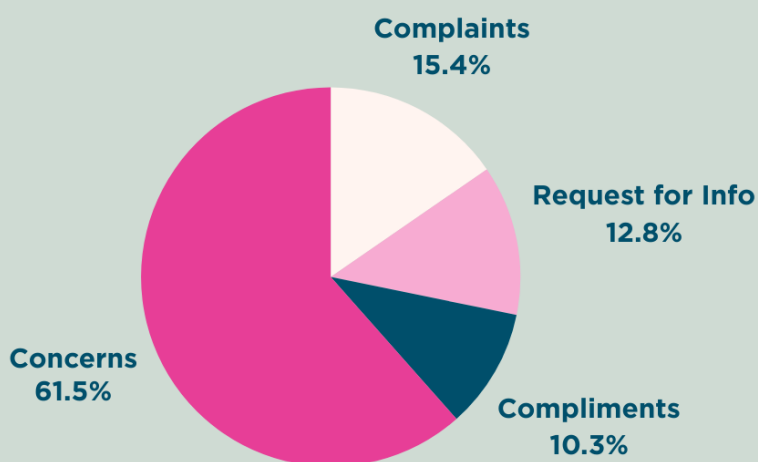
65-79 (10)

80+ (2)



32 White British/White Other

7 Prefer not to say/Unknown



### Top Complaint Themes

1. Access to services & Booking Appointments
2. Quality of treatment
3. Communication from services

### Top Service Themes

1. GP Services
2. Hospital
3. GRT info

### Top Compliment Themes

1. Being treated with kindness, dignity & respect
- Quality of treatment

### Where have we signposted people to for support?

PALS  
 GP Surgery Complaints  
 Lynne - GRT engagement  
 Onside Advocacy

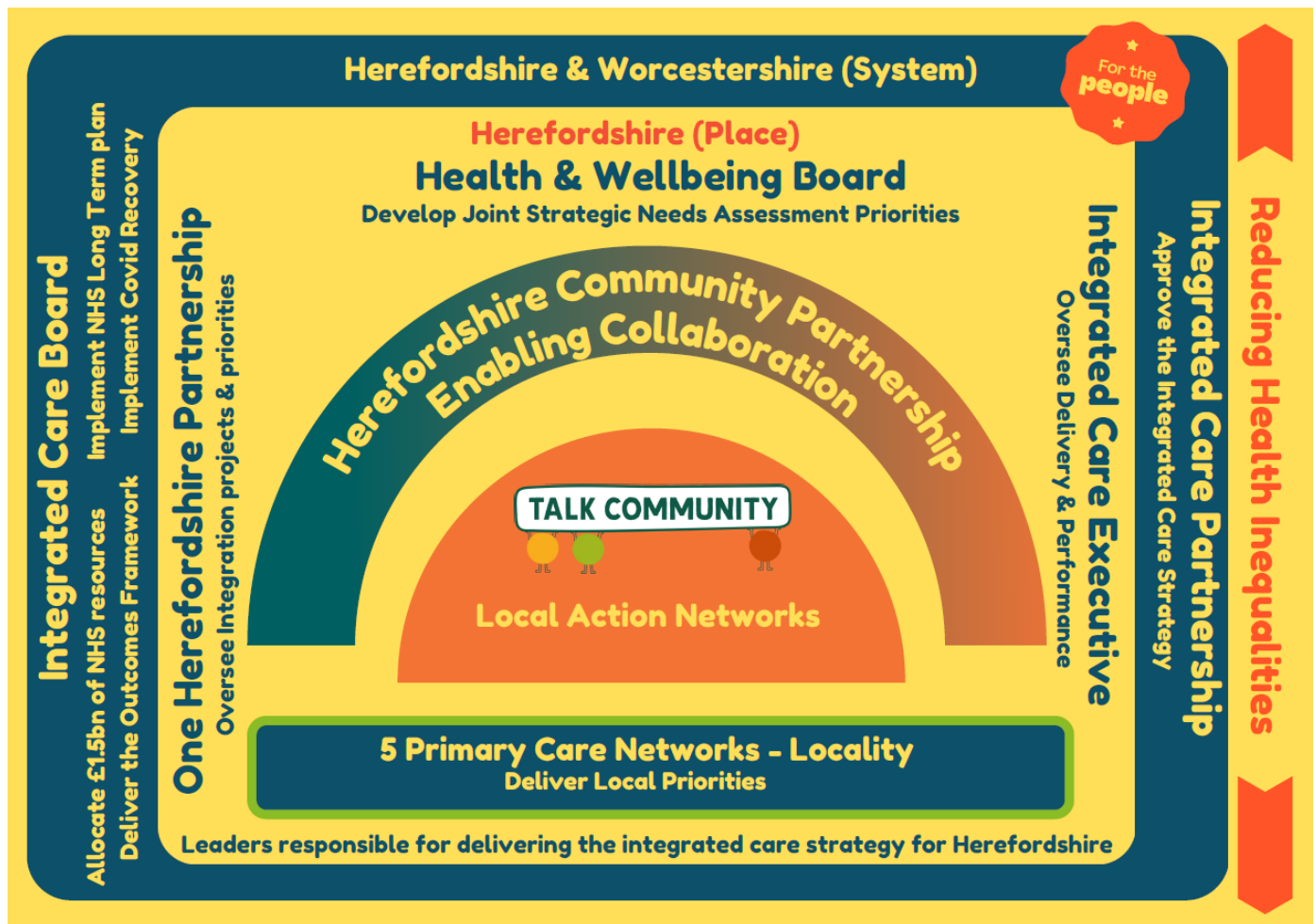


# Community Partnership

Healthwatch launched the Community Partnership in September 2021. The forum meets bimonthly, bringing together over 80 representatives across the community and statutory sector to collaborate.

The leadership we provide to this initiative aids us in increasing our reach and understanding of what matters to Herefordshire communities.

We also lead on co-ordinating this work with Worcestershire colleagues to embed the work of communities and the voluntary sector within the Integrated Care System as it develops.



During Quarter 3 we have held one Community Partnership Event in December. It was attended by **66 VCSE representatives**. The event had several presentations provided these were on;

- Community Paediatric Services

- Herefordshire Fostering Services
- NHS 10 year plan Engagement
- Civil Society Covenant Framework

The second half of December's community partnership event was a wider discussion with the partnership members about the future of the events and how they need to look moving forward. We started this by talking through the survey we had run prior to the event to understand how we were performing against our agreed MOU that we setup in 2021.

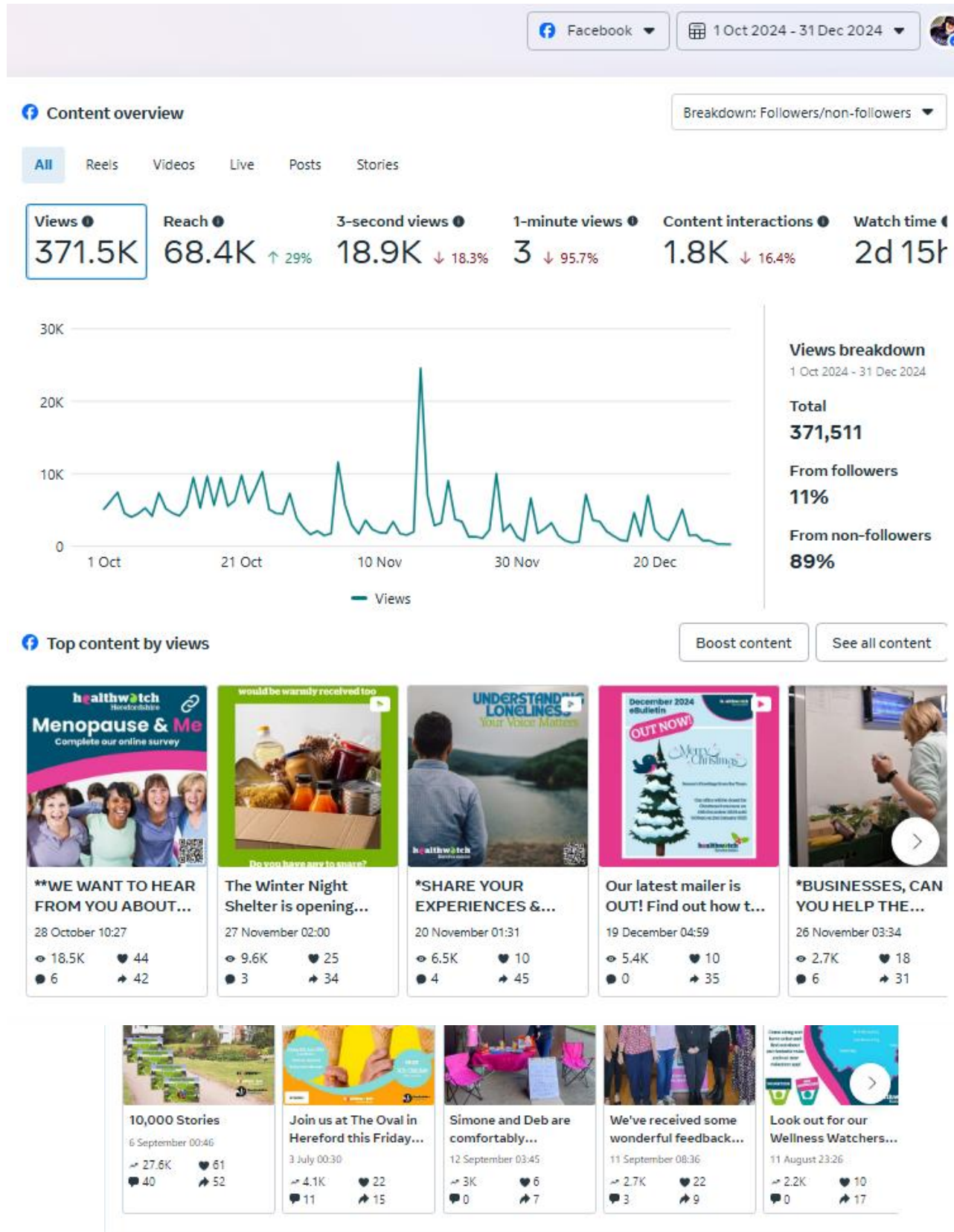
The outcome of this was that as a forum moving forward we will host two larger alliance events per year and adhoc subject specific pieces of work or events when required to collaborate across sectors.

To view the presentations and workshops for the July event click [here](#).



# Analytics 1<sup>st</sup> October – 31st December 2024

## APPENDIX A – Q3 SOCIAL MEDIA & WEB PERFORMANCE HEALTHWATCH HEREFORDSHIRE FACEBOOK PAGE





Content overview

Breakdown: Followers/non-followers

All Reels Videos Live Posts Stories

Views ● 371.5K

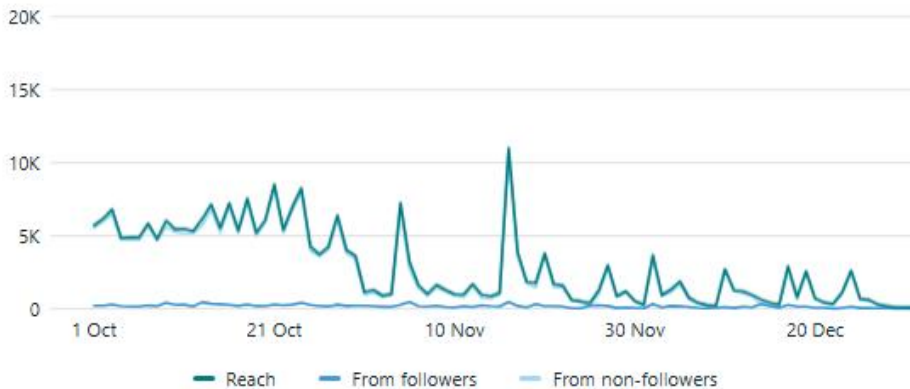
**Reach ● 68.4K ↑ 29%**

3-second views ● 18.9K ↓ 18.3%

1-minute views ● 3 ↓ 95.7%

Content interactions ● 1.8K ↓ 16.4%

Watch time ● 2d 15h



Reach breakdown

1 Oct 2024 - 31 Dec 2024

Total  
**68,408** ↑ 29%

From followers  
**1,416** ↓ 1.5%

From non-followers  
**67,243** ↑ 30.2%

Top content by reach

Boost content

See all content



**\*\*WE WANT TO HEAR FROM YOU ABOUT...**

28 October 10:27

9.2K 44

6 42



**Loneliness isn't just about being alone. It's...**

4 November 02:09

7.6K 21

0 54



**\*\*WELL, HELLO THERE!\*\* Engageme...**

24 October 02:48

4.7K 10

1 5



**Are you a parent or carer of a child / you...**

21 October 08:52

3.6K 9

2 43



**\*EXCITING NEWS!\* Healthwatch...**

2 December 02:29

3.3K 10

0 42



Set a goal, track progress and learn helpful tips for your professional success.

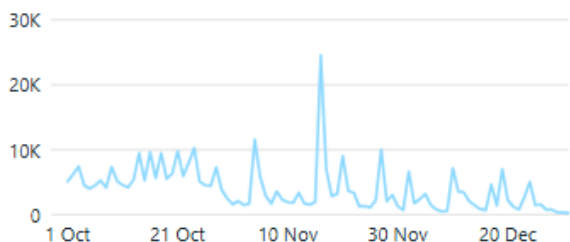
Start new goal

Views

Export

371.5K

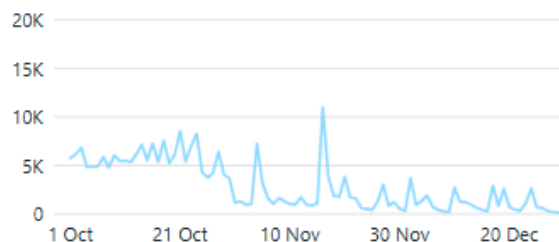
HEA



Reach

Export

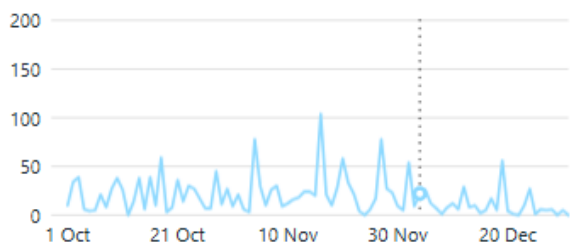
68.4K ↑ 29%



Content interactions

Export

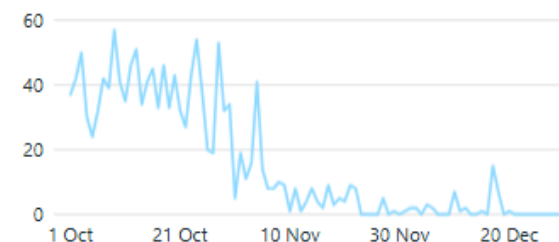
1.8K ↓ 16.4%



Link clicks

Export

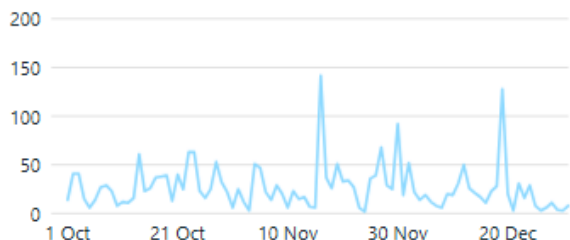
1.4K ↑ 68.5%



Visits

Export

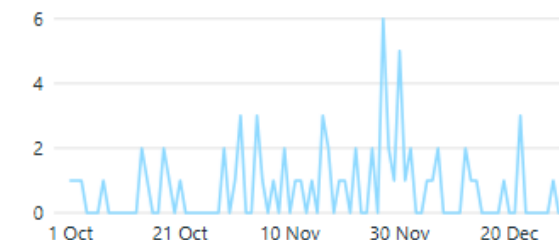
2.5K ↓ 8.2%



Follows

Export

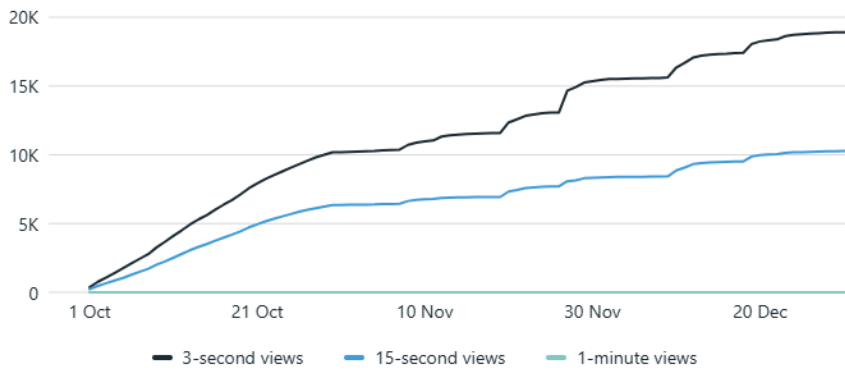
68 ↑ 11.5%





## Audience retention

Breakdown ▾



3-second views

**18,920**

• 54.3% 3s to 15s rate

15-second views

**10,272**

• 0% 15s to 1m rate

1-minute views

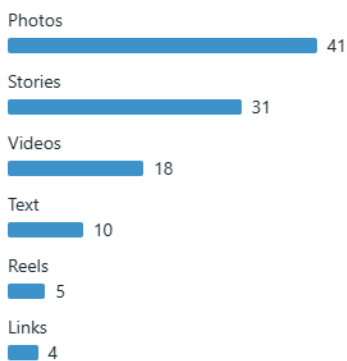
**3**

## Top content formats

### Published content

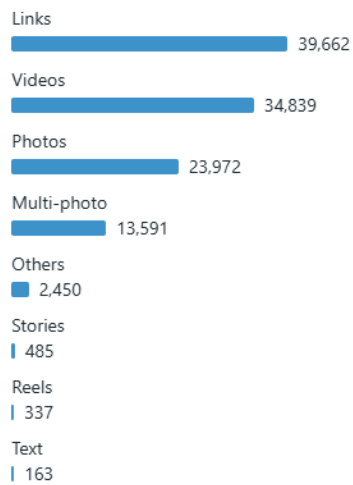
Based on up to 200 pieces of content

-3.5% vs 1 Jul 2024 – 30 Sep 2024



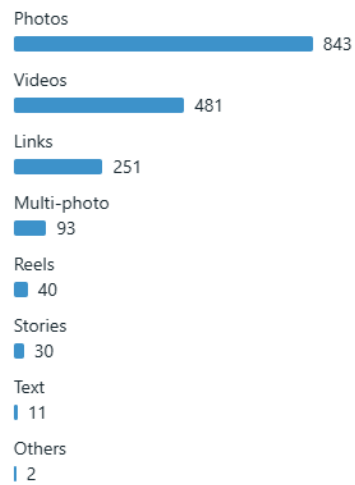
### Facebook reach

+29.0% vs 1 Jul 2024 – 30 Sep 2024

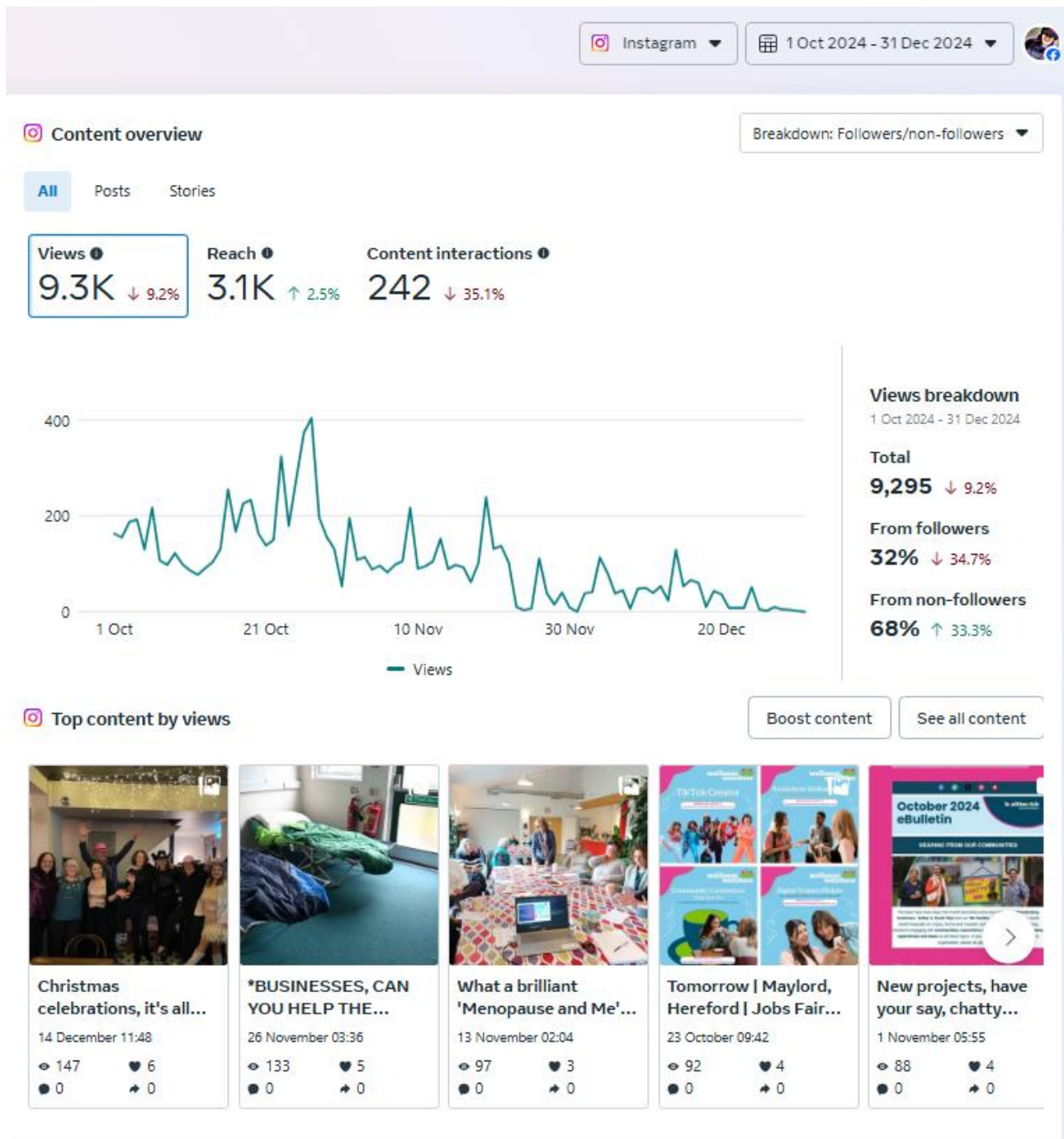


### Content interactions

-16.4% vs 1 Jul 2024 – 30 Sep 2024



# HEALTHWATCH HEREFORDSHIRE INSTAGRAM PAGE





### Content overview

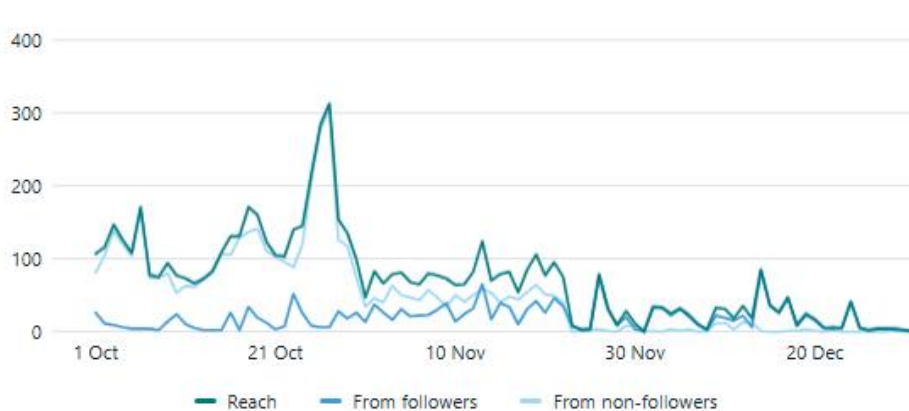
Breakdown: Followers/non-followers

All Posts Stories

Views **9.3K** ↓ 9.2%

**Reach** **3.1K** ↑ 2.5%

Content interactions **242** ↓ 35.1%



#### Reach breakdown

1 Oct 2024 - 31 Dec 2024

Total **3,067** ↑ 2.5%

From followers **264** ↓ 6.7%

From non-followers **2,823** ↑ 2.1%

### Top content by reach

Boost content

See all content



Christmas celebrations, it's all...

14 December 11:48

120 6 0 0



\*BUSINESSES, CAN YOU HELP THE...

26 November 03:36

106 5 0 0



What a brilliant 'Menopause and Me'...

13 November 02:04

83 3 0 0



Tomorrow | Maylord, Hereford | Jobs Fair...

23 October 09:42

67 4 0 0



Are you a parent or carer of a child / you.

23 October 02:33

59 2 0 0



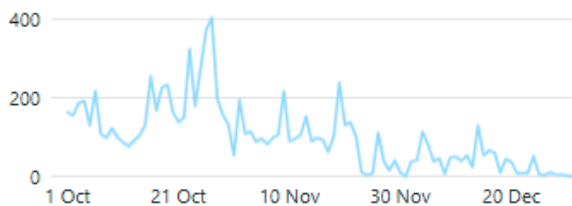
Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

### Views

Export

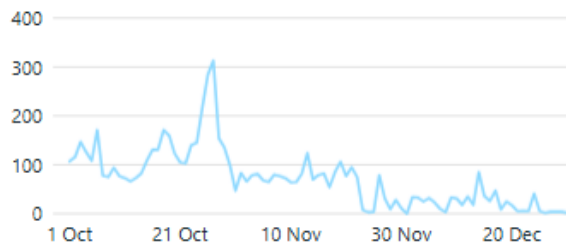
9.3K ↓ 9.2%



### Reach

Export

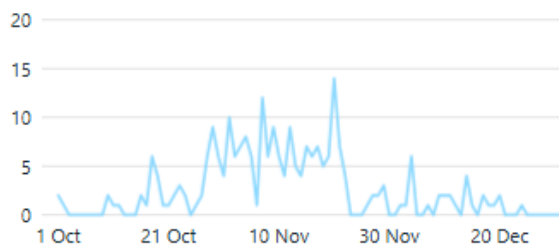
3.1K ↑ 2.5%



### Content interactions

Export

242 ↓ 35.1%



### Link clicks

Export

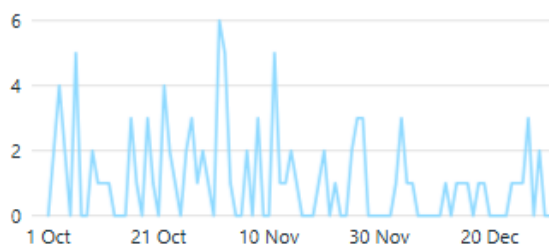
79 ↑ 1.3%



### Visits

Export

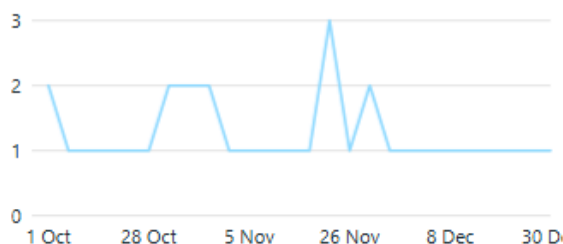
101 ↓ 48.7%



### Follows

Export

33 ↓ 15.4%



## Contract Key Performance Indicators

Key Performance Indicator	Evidence
Volumes and nature of enquiries and signposting activity	P13
Customer Satisfaction	<p><i>"thank you for the great &amp; simple Community Health Champion Training – this has really motivated me to talk to others in my community" – Attendee of the Community Health Champion Training Dec 2024</i></p> <p><i>"thank you for taking the time to ask and listen about my experience of loneliness, its means a lot that there is a organisation out there collecting real life experiences of real matter" – Participant that engaged with us on the Loneliness Project</i></p>
Numbers and characteristics of customers assisted through Healthwatch Herefordshire (Gender / Age / Geographic location / Disabilities / Ethnicity Customers from traditionally difficult to reach groups)	P13
Accessibility and engagement	Engagement & reports section p3-8, Strategies and influencing work Page 10-11, Community Partnership p 13.
Numbers of reports and recommendations produced and the outcomes of these,	Engagement reports section p3-9 To be developed, an action tracker for recommendations

## Social Value

Social Value Indicator	Evidence
Deliver 300 unpaid work experience and /or volunteering weeks for young people aged 14 - 24, including individuals from underrepresented groups.	Rizqa volunteering at Herefordshire Community partnership event – 3 hours

<p>Offer a number of curriculum and career support activities with schools.</p>	<p>In quarter 3 we have worked with Sixth Form College, Ivington Primary School and Hereford &amp; Ludlow Group Colleges.</p>
<p>Work with the voluntary community and social enterprise and charity sector (VCSE) to deliver 1000 hours of community activities that support localised needs.</p>	<p>Community Partnership work stream, developing parents of teens peer support group. Daily sharing of social media posts that support local VCSEs in their events/awareness campaigns &amp; inclusion of VCSE info in eBulletins.</p>
<p>Reducing carbon use by 2030 - contributing towards making sustainability, resilience, and carbon minimisation central to all our actions.</p>	<p>Home working, recycled paper, local suppliers, digital tools. Car sharing for project working and meetings.</p>

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** [@HWHerefordshire](https://twitter.com/HWHerefordshire)**  
** [Facebook.com/HWHerefordshire](https://www.facebook.com/HWHerefordshire)**