

Evaluation Report

Strand House high rise, Bootle Locality

Visit - Wednesday 2nd August 2017

Report produced August 2017



Summary / Main findings

On Wednesday 2nd August 2017– 4 members of the Healthwatch Sefton staff team undertook engagement at the Strand House high rise flats situated in the Bootle locality of Sefton.

Strand House is a high rise building over 21 floors and houses 123 retirement flats. This is managed by One Vision Housing, the largest housing association in Sefton.

The engagement was carried out in partnership with Strand House residents association who are also a member of the Healthwatch Sefton South & Central Sefton Community Champion network. Agreement was sought from One Vision Housing for the visit.

The visit was planned to support the aims and objectives of the Healthwatch Sefton Communications strategy 2017 / 2018:

- The team visited all 123 flats situated over 21 floors
- The theme of the visit was 'Join us' to increase the Healthwatch Sefton membership in the Bootle locality
- Healthwatch Information packs were shared with every resident flat including:
 - Join Healthwatch Sefton membership form
 - Share your experience form
 - Signposting & Information leaflet
 - Healthwatch advocacy leaflet
 - Healthwatch promotional pen
 - 'Bootle Older Persons Forum' poster to promote an 'Information talk about maximising income' (Partnership work)
 - Healthwatch Sefton freepost envelope

Residents were also informed that Healthwatch Sefton staff & volunteer members would be at the 'Strand By Me' shop on various dates during August 2017 for further information.

The main findings / outcomes from the visit included:

- All residents across 123 flats are now aware of Healthwatch Sefton
- During the visit only 2 residents spoken to stated they were aware of Healthwatch Sefton
- 10 new members signed up on the day
- 'Sefton Pensioners Older Persons Forum', Bootle reported 15 new people attended their Bootle forum at the 'Strand by Me' shop who all benefited from

the information talk about maximising their income (This was contributed to their leaflet being included in the information provided to each resident)

- A number of signposts were made during the visit by the Healthwatch Sefton team, including reporting a nuisance neighbour to the Strand House residents association
- An article appeared in the Bootle Champion 'Residents in flats to have their say on local health services'

Introduction

The Healthwatch Sefton communications strategy 2017/18 aims to outline how Healthwatch Sefton engages with local communities across Sefton and promote its work to partners, stakeholders and the general public.

The engagement with the Strand House high rise residents was carried out within the aims and objectives of the strategy including:

- Raise the profile of Healthwatch Sefton locally and establish Healthwatch Sefton as a credible, trustworthy local body.
- To increase engagement with specific groups within the Sefton community
- To increase the membership base
- To understand what form of communication works best across different organisations and geographical areas in order to tailor communication methods accordingly and engage with people more effectively as a result. This will start with the Bootle area.

The Healthwatch Sefton communications plan 2017 /18 sits within the communications strategy and a particular aim/objective is:

'Focus on Bootle as a way of understanding what forms of communication work best in a particular locality in order to tailor communication methods and engage with people more effectively. Bootle has been a difficult area in the past to gather people's feedback and to engage'

In the past outreach within the Bootle locality had mainly been via the South & Central Community Champion network members which has included:

- South and Central Sefton Community Champion network meetings monthly (now bi-monthly) – for VCF sector (Voluntary, Community & Faith), children centres and health centres to bring any emerging health & social care issues to the network meetings.
- Healthwatch Sefton promotional materials displayed within Community Champion centres.

- Healthwatch Sefton staff members attend Community Champion centres and focus on specific groups e.g. knit & natter, parent & toddler, veteran meetings and health clinics.

Through the communications strategy it was agreed that other forms of communication needed to be explored to reach members of the community and to ensure local people have access to having their say on the health and social care services they receive.

What we did:

In the first instance contact was made with the co-ordinator of the 'Bootle Strand By Me' shop situated in Bootle New Strand, run by Sefton CVS to find out what services were delivered from the shop and what local groups accessed the shop.

The Strand House residents association was identified as a contact due to the association representing Strand House high rise residents which houses 123 flats. A member of the Healthwatch Sefton team organised to attend the Strand House residents association meeting held on 18th April 2017 at the 'Strand By Me' shop.

Strand House high rise is retirement housing provided by One Vision Housing. It is situated in the Bootle locality at the rear of a major shopping centre, Bootle New Strand. One Vision Housing is the largest housing association in Sefton and manages over 11,000 properties.

Healthwatch Sefton was promoted during the meeting to members and discussions ensued on how best to engage with the residents. Members stated they felt it would be a good opportunity for Healthwatch Sefton to visit each residents flat to provide information as this had been successful in the past when the fire service visited.

Agreement was sought from One Vision Housing and a work plan was developed ([Appendix 1](#)) to carry out the visit. This included:

- Agreed date / times of visit
- Partnership working
- How many homes to visit / complexities of a high rise
- Health & Safety
- Promotion to residents
- Who would take part in the visit
- What promotional material were needed
- Evaluation of visit

On the day:

- 4 Healthwatch staff team members met with a member from the Strand residents association at 10.15am for a briefing prior to the visit.
- The Strand House resident association member run through how the visit would be organised and co-ordinated the walk-around on the day.
- Staff team members worked in pairs. It was agreed no members would enter a resident's home.
- Promotional packs were organised and distributed to each flat.
- A break was organised midway through the visit for both Healthwatch staff teams to provide feedback on progress. To identify what was working well and if anything could improve the visit during the afternoon session.
- The visit was planned to finish 2.30pm.
- A de-brief was held at the end of the visit.

What worked well?

- The Strand House residents association member co-ordinated and supported the entire visit. This made the visit run smoothly including the access to each floor and was on hand to answer any questions from team members.
- The team worked in two sets of pairs to ensure safety.
- The visit was planned to take place between 10.30am – 2.30pm and worked to time.
- As this was our first door-to-door engagement a script was designed to support staff members. ([Appendix 2](#))
- Residents who were home were happy to chat with the staff and find out about Healthwatch Sefton.
- During the afternoon visit there were more residents at home to speak with.
- All 123 flats visited were provided with Healthwatch Sefton promotional information.
- Briefings were held at the start and end of the day to ensure effective planning and evaluation.
- Promotion in the local newspaper. A press release had been distributed prior to the visit as part of the national Healthwatch England 'It Starts With You' campaign. During a visit to the 'Strand By Me Shop' two residents from the Strand House high rise came in to report that the visit had been in the local Bootle Champion ([Appendix 3](#))

What could have been improved?

- A form to be designed to record exact numbers of residents who opened their door and how many packs were posted. The staff team did improvise on day and recorded this information on sheets of paper.
- A form to be designed to record signposting whilst door to door.
- One lift out of work (This was not within our control).
- The theme of the visit was 'Join Us'. Healthwatch Sefton staff felt this was like trying to sell at the door. To take this into consideration for future planned visits

Outcomes

- Both the Healthwatch Sefton staff team members and the Strand House resident's association member felt the visit was a success with all residents visited across the 123 flats and all provided with Healthwatch Sefton information during the day.
- All residents spoken with were happy to chat to staff and take the promotional information.
- All residents were aware of the 'Strand By Me' shop and were informed of planned outreach for the month of August.
- 10 new members signed up on the day.
- Healthwatch will be promoted at the next One Vision Housing quarterly meeting that is attended by representatives from across all the housing associations high rise accommodation across Bootle.
- The visit was re-tweeted and liked by Healthwatch England, Local NHS Trusts and partners.
- Healthwatch Sefton provided support to the Bootle Older People's forum by distributing the poster promoting 'Maximising Your Income'.

'Thank you so much for publicising our forum at Strand House. We had an excellent turn out for the meeting with about 15 new people all of whom benefited from the information talk about maximising your income'

**Justine Shenton Sefton Pensioners Advocacy Centre, Older Persons
Forum Co-ordinator**

Conclusion

Overall this was a successful visit to Strand House high rise flats which ensured residents living across the 123 flats received information on their local Healthwatch and the various methods on how to contact their Healthwatch.

Moving forward Healthwatch Sefton will continue to work in partnership with Strand House Resident association and take engagement forward to work with other high rise flats in the Bootle locality.

Strand High Rise Wednesday 2nd August 2017

Time – 10.15am – 2.30pm (ish)

Theme of visit – JOIN US ! ☺

To Do	Who by	Comments / updates
<ul style="list-style-type: none"> • Wendy to meet with Joanne prior to visit. To include: • Health & Safety on day • Working in pairs • Healthwatch Sefton ID badges • If invited into someone's home how to proceed? • If fire alarm – evacuation procedure? • If there is an accident how to report? • Give example of Healthwatch pack for day what's included • Theme of visit – 'Join us' • How visit will be planned – where to start / go? • How many in groups? • Car parking arrangements for staff or travel by train? • How many homes are there to visit 	Wendy	<p>Met with Joanne 24th July 2017</p> <ul style="list-style-type: none"> • Requested a one vision risk assessment – Jo did not think they had one but would check. • Working in pairs agreed. Jo has a fob – this will be discussed during the morning brief. • Invited into someone's home – Jo has said no issues with them if this happens. • Fire alarm / accidents – to be discussed at morning briefing. • Mobility of team members – access Ok'd by Joanne. • Meeting arranged at Strand by me shop 10.15am on the day • Staff to get train in / no parking • 21 floors / 123 flats / 2 lifts
<ul style="list-style-type: none"> • 2 Posters – promoting our visit To be sent to Joanne prior to visit • Leaflet for residents? • How to promote this work to our wider membership? 	Louise	<ul style="list-style-type: none"> • Completed

<ul style="list-style-type: none"> • Design a script for the visit 	Wendy	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Wendy to invite / inform Bootle Locality rep 	Wendy	<ul style="list-style-type: none"> • Sarah invited and attending.
<ul style="list-style-type: none"> • Get all promotional materials together and photocopy <ul style="list-style-type: none"> ○ Experience forms ○ Membership forms ○ Free post envelopes ○ Signpost leaflets ○ Advocacy leaflet (Justine) ○ Pens ○ What to present information in? • 	team	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • To meet 15 mins early on day to go over visit including: <ul style="list-style-type: none"> ○ Contact details by phone (Jo and each other) ○ Working in pairs. not to enter homes ○ Fob (Jo will explain) ○ H&S including evacuation procedures ○ If people want to share an experience dates I am at Strand By Me Shop to be shared ○ Any issues on the day 		<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Evaluation on visit to be completed. 	Wendy	<ul style="list-style-type: none"> • Completed

Strand House high rise script for visit

Good morning my name is..... and we are here from Healthwatch Sefton

You may have seen the posters displayed saying that we were visiting today? (You can say there was one in communal area and one in lift).

We are just here today to pass you some information on our services and let you know a little about us if that's ok with you?

If they say no time – just pass the information

Who we are and what we do - We are based in Burlington House, Waterloo. Our role is to give local people a say in the health and social care services they receive by giving them a voice to shape services both locally and nationally.

There is a Healthwatch in every borough across England and an overarching Healthwatch England.

Our job is to ensure local people have an opportunity to share their experiences whether good or bad. You can do this by:

Share your feedback – if you access any NHS service including hospitals, clinics, doctors, dentists, etc... we want to hear your feedback whether positive or whether improvements are needed. This helps us identify any emerging issues for us to speak out on behalf of local people with local providers of services or commissioners..... Inform the resident the different ways they can leave feedback including the form in their pack and freepost envelope.

Signposting – we offer a Freephone signposting and information service (show leaflet) give examples of services they may look for and how we find the services for them.

Join us – if you would like to be kept up to date with the work we are doing and be invited to local events to hear from local providers of services then we have a membership form for you to join up. The bigger the membership for your local Healthwatch leads to a stronger local voice. Either fill in the membership form with the resident or show them the form and the freepost envelope.

If someone would like to share an experience I will be at Strand by me shop 3rd Aug am, 11th Aug am, 23rd Aug am.

Thank you for your time today. Please feel free to contact us in the future.

