



**Annual report 2019-20**

# Guided by you



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# Message from our chair



As Chair of Healthwatch Rochdale this year's report comes at a time of uncertainty and change, except in that we will be there to help and support the residents of Rochdale and listen to their experiences. Those who share their views can be assured that we will use these to help develop and influence health and social care within the borough.

As we start to work differently with all staff working from home for their safety and the safety of others, we are making much more use of technology, but also ensuring that those who are not able to use this are not forgotten.

As Chair I want to thank our dedicated staff and volunteers for all their help and support over the past year, whether that has been as a Board member, an Enter & View representative, admin support in the office or helping at our events in the community. We have welcomed three new Board members this year, Rosemary Nunwick, Heather Harrison and David Bradshaw as well as saying goodbye to Racheal Law and Taufeeq Rauf.

As we move forward through 2020 it is inevitable that change will happen but, as Healthwatch Rochdale, we will work to make a difference for the residents of the borough in as positive a manner as possible.

Jane Jackson  
Healthwatch Rochdale Chair



## Share your views with us

- If you have a query about a health and social care service, or need help with where you can go to access further support, get in touch. Don't struggle alone. Healthwatch is here for you.
- **Website:** [www.healthwatchrochdale.org.uk](http://www.healthwatchrochdale.org.uk)
- **Telephone:** 01706 249 575
- **Email:** [info@healthwatchrochdale.org.uk](mailto:info@healthwatchrochdale.org.uk)

# Our priorities

**Our work is shaped by the concerns that local people raise with Healthwatch across the Rochdale borough. Our analysis of local priorities puts improvements to Primary Care and Adult Social Care at the top of the list for 2019/2020.**

The priorities and the work plan were agreed by the senior leadership team following a consultation exercise with the public, professionals, staff members and our volunteers to identify what matters to the people of Rochdale the most. As an independent organisation, we feel this approach is important, to ensure an informed decision has been reached and is reflective of the views that have been shared with us.

The projects undertaken by Healthwatch Rochdale was built upon on our day-to-day activities. These include visiting health and social care services and engaging local people at events and in public spaces to gather their views. We will look to use the combined findings to provide insight to decision makers across the NHS and social care sector about the sorts of improvements people want to see.



“Healthwatch Rochdale plays an increasingly vital role as our health and social care systems integrate. This is a time of positive change and it’s brilliant that Healthwatch are so involved in putting residents at the heart of decisions. During the pandemic Healthwatch, along with other organisations across the borough, have undertaken some brilliant work which has been highly valuable for partnership working. They are a real asset to the borough and our residents.”

Councillor Sara Rowbotham  
Rochdale Borough Council

# About us

## Here to make care better

Healthwatch Rochdale is the independent champion created to listen to and gather local people's experiences of using health and care services. This includes services like doctors, chemists, hospitals, dentists, care homes and community-based care.

Coming out of the Health and Social Care Act 2012, local Healthwatch organisations were set up in every local authority area to put patients and the public at the heart of service delivery and improvement across the NHS. The Healthwatch network has a national body, Healthwatch England, who bring together evidence from across the country to inform the government and other national bodies.

Healthwatch Rochdale work to help people get the best out of local health and care services; to do this we:

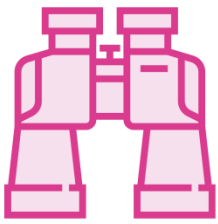
- provide people with the advice, information and signposting they need
- gather the views and experiences of local people using health and care services
- give people a voice to influence the design and delivery of services

Local Healthwatch has eight statutory functions, or activities by law, to perform, including promoting and supporting the involvement of local people in health and care services and obtaining the views of local people. This is implemented through our 3-year organisational strategy with our vision of "A better health and social experience for everyone in Rochdale".



“Here at HMR Circle we have been really impressed with Healthwatch, especially in their response to the pandemic. They have been good at getting relevant information out and have worked exceptionally well with partners and statutory bodies.”

Mark Wynn  
Director  
Heywood, Middleton and Rochdale  
Circle



## Our vision is simple

A better health and social experience for everyone in Rochdale



## Our mission

We are the independent voice of local people in challenging and influencing health and social care provision in the Rochdale borough.



## Our approach

People's views come first – especially those who find it hardest to be heard. We champion what matters to you and work with others to find solutions. We are independent and committed to making the biggest difference to you.



## Our strategic objectives

- Remove barriers so that choices can be made by all residents about their own and family's health and social care needs
- Work with others to achieve the best outcomes for the provision of health and social care
- Deliver innovative ways of working, new opportunities, positive outcomes and value for money.



This is Healthwatch Rochdale's first strategy. You can find out more about us and the work we do at:

**Website:** [www.healthwatchrochdale.org.uk](http://www.healthwatchrochdale.org.uk)

**Twitter:** @HWRochdale

**Facebook:** @HWRochdale

# Highlights from our year

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Find out about our resources and the way we have engaged and supported more people in 2019-20.





## Health and care that works for you



### **14 volunteers**

helping to carry out our work. In total, they gave up 114 hours

We employed

### **4 staff**

2 who are full time and 2 who are part time

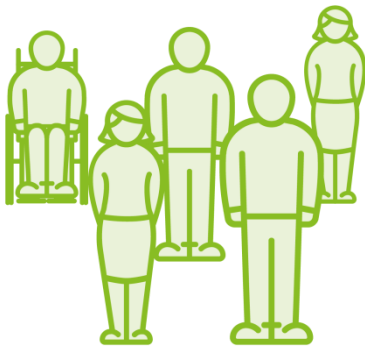
We received

### **£136,066.00 in funding**

from our local authority in 2019-20

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## Providing support



### **370 people**

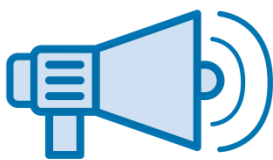
shared their health and social care story with us

### **1213 people**

Were given information and signposting advice about local support and services

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## Reaching out



### **4,334 people**

visited our website, 2,664 people followed us on our social media channels, and 541 people spoke with us out in the community

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## Making a difference to care



We published

### **8 Enter and View reports**

and from this, we made 32 recommendations for improvement

# How we've made a difference

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**Speaking up about your experience of health and social care services is the first step to change.**

**Take a look at how sharing your views has helped make a difference to the care and support people receive in Rochdale.**

### Healthwatch Enter and View programme in care homes across the Rochdale Borough.

Healthwatch Rochdale continued their programme of Enter and View visits to local care homes for a second year after the success of the 2018/19 Enter and View programme.

Healthwatch Rochdale planned to visit nine care homes across the Rochdale borough following public consultation. However, due to the Covid – 19 pandemic only eight visits were carried out, with the last visit planned for March postponed. As a result of the pandemic and the pressure facing care homes two of our Enter and View reports are still awaiting publication.

The Enter and View programme was based on the following nine care quality indicators:

- Have strong visible management
- Have staff with the time and skills to do their job



Our Enter and View visits are led by a staff member and carried out by Healthwatch volunteers.

- Offer a varied programme of activities
- Offer quality, choice and flexibility around food and mealtimes
- Ensure residents can regularly see health professionals such as GPs, dentists, opticians or chiropodists
- Accommodate residents personal, cultural and lifestyle needs
- Be an open environment where feedback is actively sought
- Provide a physical environment which is suitable for the needs of the residents.



Guest and speakers at Healthwatch Rochdale's first care home forum.

## Care Home Forums

Healthwatch Rochdale hosted their first care home forum in September 2019, with the theme of 'Choosing a Care Home' at the Lighthouse Project in Middleton.

The Information day was the first of a series of forums being held as part of Healthwatch Rochdale's role to provide advice and information to the public

The aim of the first forum was to provide members of the public with information about what they should be looking for when choosing a care home.

Part of our statutory role is to provide information and advice to members of the public.

The second forum included a Dementia Friends information session, hosted by The Alzheimer's Society. The session was a fun and interactive way to learn more about what it is like to live with dementia and how people can help to make Rochdale a more dementia friendly community.

Springhill Hospice also spoke about Advanced Care Planning which involves making decisions about health and care needs in advance should there become a time when you are unable to make those decisions.

Due to the Covid 19 pandemic our third forum has been postponed until a later date.



“The Trust continued to work proactively with Healthwatch Rochdale across 2019/20 and is appreciative of the time that Healthwatch representatives have invested to discuss and highlight Mental Health issues, participate in forums and provide feedback to support improvement in service delivery.”

Judith Crosby  
Executive Director of Service Development and Delivery  
Pennine Care NHS Foundation Trust

## **Pennine Care NHS Foundation Trust respond to Healthwatch in Greater Manchester’s report on local Children’s Mental Health Services.**

Pennine Care NHS Foundation Trust have provided a response to findings made by Healthwatch in Greater Manchester in a report published in July 2019. The trust is responsible for providing the Healthy Young Minds Service in Rochdale, Bury, Oldham and Trafford.

Healthwatch spoke to over 300 local families who have used the Healthy Young Minds service and carried out focus groups and one to one sessions to enable people to share their experience.

Pennine Care’s response acknowledges the responses from families who have shared their experience with us and confirms their commitment to improving mental health services and outcomes for young people. The responses have been categorised under the following themes:

- Access
- Staffing
- Communication
- Treatment, support and discharge

Pennine Care have also recruited a participation worker who will work with children and families to ensure their voice is represented in the delivery and design of the service and have implemented additional projects to facilitate the involvement of families and young people in service design and delivery.

**Long**

**Term**

**Plan**

**#WhatWouldYouDo**

## Highlights



More than **235** people shared their views locally with Healthwatch Rochdale.



We held 2 focus groups with PossAbilities at The Cherwell Centre in Heywood and The Alzheimers Society Memory Cafe in Milnrow.



Healthwatch Rochdale Attended 10 community events.

## NHS Long Term Plan

Following a commitment from the government to increase investment in the NHS, the NHS published the 'Long Term Plan' in January 2019, setting out its key ambitions over the next 10 years. Healthwatch launched a countrywide campaign to give people a say in how the plan should be implemented in their communities.

Working with local Healthwatch partners (Healthwatch Bury, Healthwatch Manchester, Healthwatch Oldham, Healthwatch Salford, Healthwatch Stockport, Healthwatch Tameside, Healthwatch Trafford and Healthwatch Wigan and Leigh, with Healthwatch Bolton coordinating the response) the 'What Would You Do?' campaign saw over 2,100 responses from people across the region. The resulting service user feedback focused on themes of

individuals being able to access the help and treatment they need when they want it; providing tailored support to individuals; increasing the use of technology for booking appointments and helping people look after their health so they can remain in their own home.

The top issues that people told us they wanted services to focus on is:

- Easier access to GPs
- Not to be digitally excluded
- Quicker access to diagnosis and support

What are we doing about it?

We worked with our statutory partners which include HMR CCG, LCO and Rochdale Borough Council to ensure these findings influenced the design and delivery of the Rochdale Locality Plan.

# Helping you find the answers

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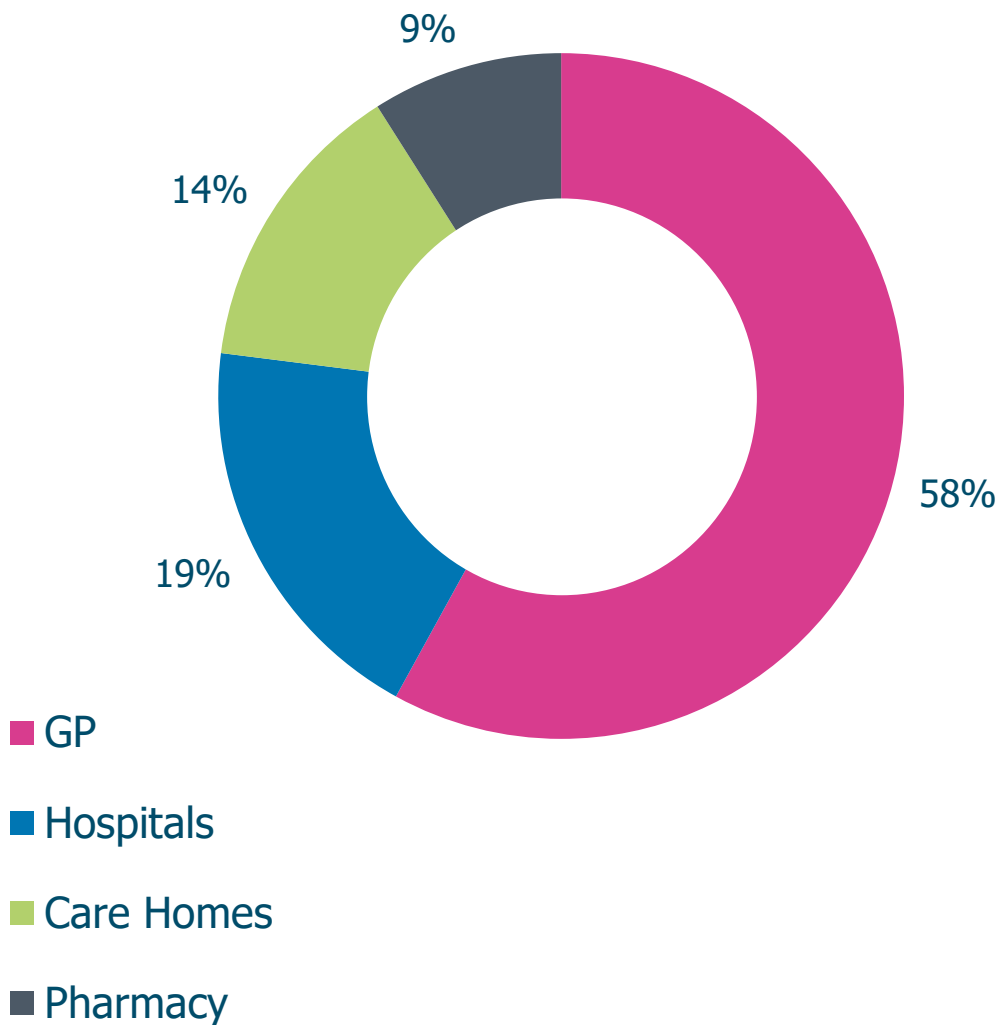


**Finding the right service can be worrying and stressful. Healthwatch plays an important role in helping people to get the information they need to take control of their health and care and find services that will provide them with the right support.**

This year we helped 1213 people get the advice and information they need by:

- Providing advice and information articles on our website.
- Answering people's queries about services over the phone, by email, or online.
- Talking to people at community events.
- Promoting services and information that can help people on our social media.

**Here are some of the areas that people asked about.**



## Healthwatch Rochdale work in partnership with Hopwood Hall media students to raise awareness of the Healthwatch Rochdale Service.

Healthwatch Rochdale has worked in partnership with Hopwood Hall College media students to produce a video showing how the Healthwatch service can give Rochdale residents a voice in health and social care provision.

The video was filmed at various locations across the borough including Heywood Phoenix Centre, Rochdale Infirmary,

Rosemary Care Home and Heywood Middleton and Rochdale Clinical Commissioning Group (HMR CCG) Governing Body. The locations chosen for the video were all places associated with the work of Healthwatch and the film includes the manager of Rosemary Care Home speaking about their experience of an Enter and View visit, and a volunteer spoke of why they choose to volunteer with Healthwatch.

Producing the video enabled students to gain valuable experience of working with a professional organisation and producing work according to an organisation's requirements. The production of the video was assessed by Hopwood Hall tutors and made up part of the student's final graded score.

**We were really proud to have worked in partnership with the Hopwood Hall media students helping students to develop skills and gain experience of working with a professional organisation.**

Hopwood Hall Media Students filming on set at Rochdale Infirmary for the Healthwatch Rochdale video.





## GP Mystery Shop Exercise

Earlier this year, Healthwatch Rochdale completed a mystery shoppers exercise which included contacting all GP surgeries across the borough of Rochdale, to find out whether it would be possible for a person without a fixed address to register with their local GP.



## HMR Red Bag Scheme Engagement

A new scheme designed to improve the way care is joined up for patients who are admitted into hospital from care homes has been developed and launched in Heywood, Middleton and Rochdale in autumn 2019. Healthwatch Rochdale carried out engagement with care home staff to understand how the scheme is working and if there were any improvements required.



## Musculoskeletal Pathway Redesign

In partnership with Heywood, Middleton and Rochdale Clinical Commissioning Group, Healthwatch Rochdale brought together patients to review the MSK pathway redesign and question commissioners about the changes, how these would be communicated and continued patient involvement.



Contact us to get the information you need

If you have a query about a health or social care service, or need help with where you can go to access further support, get in touch. Don't struggle alone. Healthwatch is here for you.

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**Telephone:** 01706 249 575

**Email:** [info@healthwatchrochdale.org.uk](mailto:info@healthwatchrochdale.org.uk)

## Healthwatch Rochdale introduced an extra layer of governance to the organisational structure in 2019/2020

The main area of focus was the Advisory Group as well as a HR subcommittee and Finance subcommittee which all feed into the Healthwatch Rochdale board of directors. The role of the Advisory Group is to ensure that the views and experiences of Rochdale residents in relation to health and social care are communicated to the Healthwatch Rochdale Board so that it's decision-making processes can be built upon and enhanced.

The group act as an independent subcommittee to the Healthwatch Rochdale board and make recommendations to the board on possible areas of work/research which has been highlighted through trends analysis and on the ground community engagement.

Further development within the group over the next year will concentrate on this group becoming a respected partner in local quality improvement processes . The group will meaningfully contribute to quality improvements of local services by ensuring the patient's voice and lived experiences are shared with providers, commissioners and residents of the Rochdale borough. This group will remain sustainable with the support of the Healthwatch Rochdale operational team.

The Group is made up of Rochdale borough residents. The aim is to have representation from each of the four Rochdale localities (Middleton, Heywood, Rochdale and the Pennines) so that a breadth of opinion can be sought and represent the diversity of the Rochdale borough.



# Volunteers

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## At Healthwatch Rochdale we are supported by 14 volunteers to help us find out what people think is working, and what people would like to improve, to services in their communities.

### This year our volunteers:

- Raised awareness of the work we do at events, in the community and with health and care services.
- Visited services to make sure they are providing people with the right support.
- Helped support our day-to-day running.
- Listened to people's experiences to help us know which areas we need to focus on.

### Five benefits of volunteering when you work full time

A Rochdale communications manager shares why he volunteers at Healthwatch and how he balances this with work and family commitments.

As part of Volunteers' Week Healthwatch Rochdale volunteer Ben Greenwood has shared his experience of volunteering and its benefits whilst also working full time.

He's vice chair of the organisation and also sits on the board, giving a few hours to Healthwatch each month.

Ben's top five benefits of volunteering:

1. Developing new skills. Volunteering offers a unique chance to learn new skills whilst doing something you enjoy. "You develop skills you don't necessarily have the time to develop at work. It's good for you CV," he says.
2. Setting a good example to your children. "I have a young family and I think showing them we can all play a part in improving health and care in our community is important."
3. Giving something back. Whatever your background or your own experience with local health and social care services, offering your time and skills to support Healthwatch work could make a real difference in your local community and offer you the chance to give something

back. "I am proud of how far this organisation has come and to have been involved in this. Our team has been superb and really pushed us to achieve. We have done some really positive pieces of work and built some really good relationships."

4. Health and wellbeing. Whilst volunteering is good for your local community, it is also good for your health. Recent research has shown that doing a good deed for others leads to improved physical health and increased feelings of emotional wellbeing. "Volunteering makes you happy!" Ben says.
5. Making a difference. "There are lots of roles in your local Healthwatch and you do make a difference. Health and care are incredibly important so playing a part in shaping them is very rewarding."



Ben Greenwood, Healthwatch Rochdale Vice Chair and Volunteer

# Our volunteers

We could not do what we do without the support of our amazing volunteers. Meet some of the team and hear what they get up to.



## Garry

I heard about Healthwatch Rochdale when I was at a local community event. They were gathering people's views about services and I wanted to be a part of it, I wanted to make a difference to how services operate based on what people want.



## Kerry

I have been volunteering for Healthwatch Rochdale almost six years as an admin support worker.

My other voluntary roles with Healthwatch Rochdale are community engagement and an Enter and View Representative. I like volunteering for Healthwatch Rochdale, and I can recommend it.



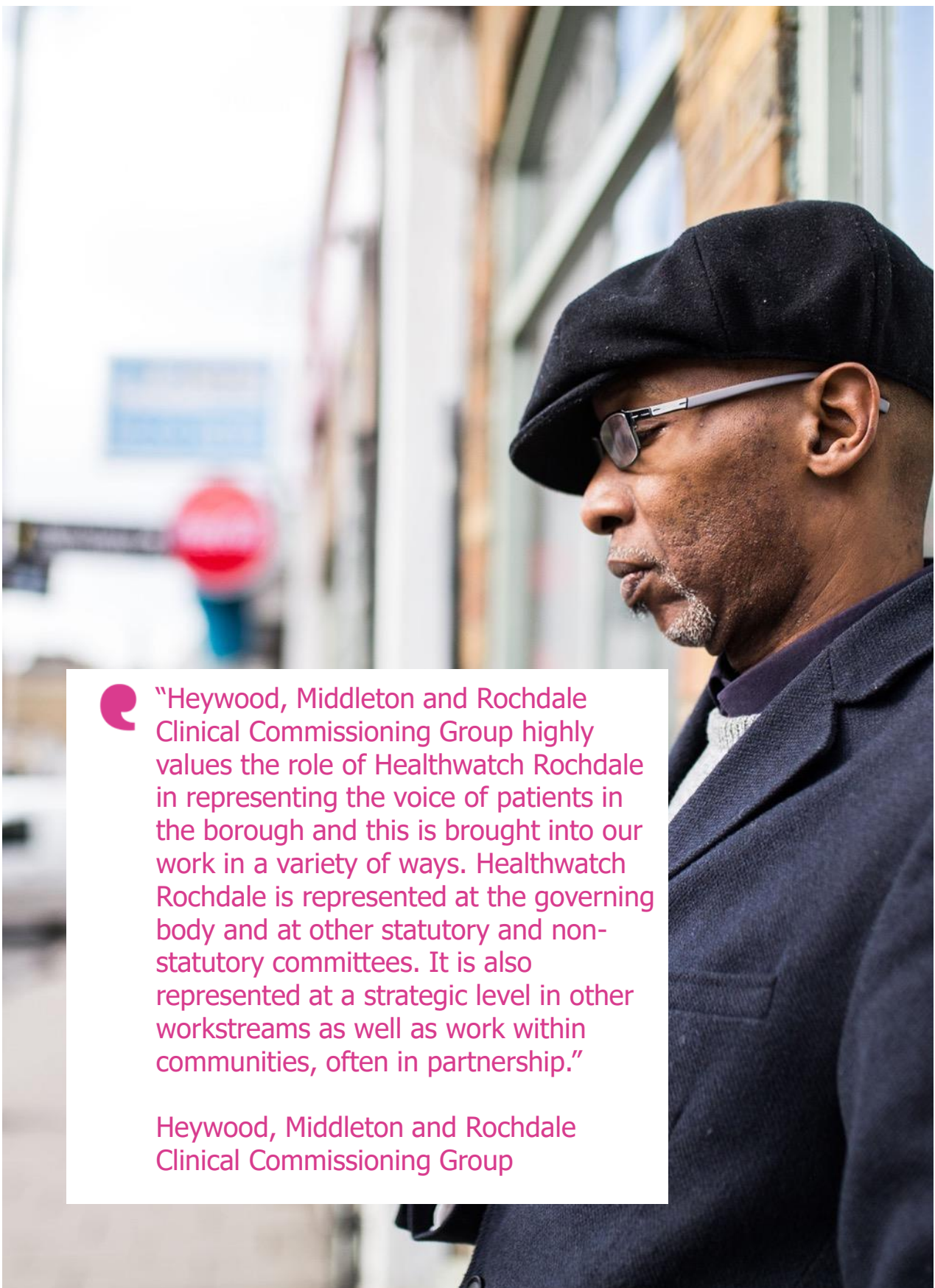
## Volunteer with us

Are you feeling inspired? We are always on the lookout for new volunteers. If you are interested in volunteering, please get in touch at Healthwatch Rochdale.

**Website:** [www.healthwatchrochdale.org.uk](http://www.healthwatchrochdale.org.uk)

**Telephone:** 01706 249 575

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A photograph of a man in profile, wearing a dark flat cap and glasses, looking towards the left. The background is blurred, showing what appears to be a street scene with a red traffic light.

“Heywood, Middleton and Rochdale Clinical Commissioning Group highly values the role of Healthwatch Rochdale in representing the voice of patients in the borough and this is brought into our work in a variety of ways. Healthwatch Rochdale is represented at the governing body and at other statutory and non-statutory committees. It is also represented at a strategic level in other workstreams as well as work within communities, often in partnership.”

Heywood, Middleton and Rochdale  
Clinical Commissioning Group



# Finances

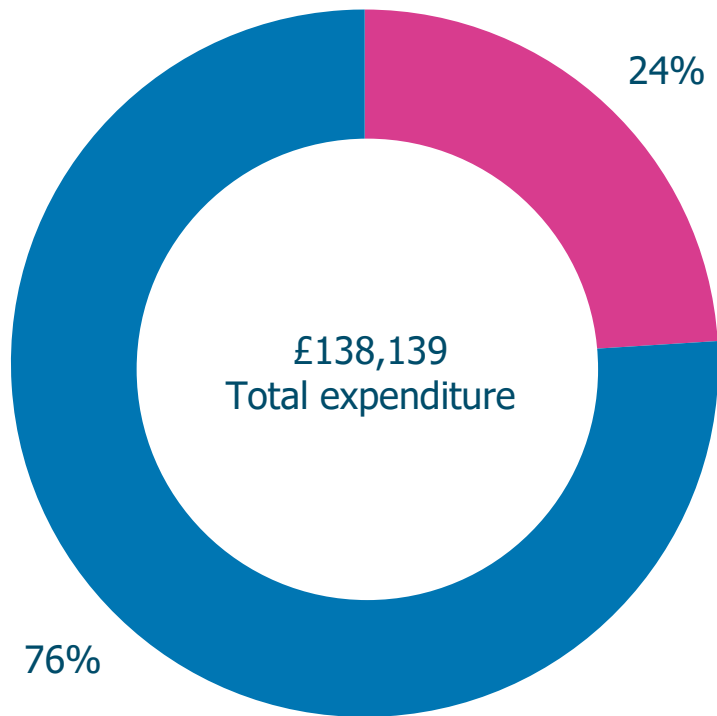
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**We are funded by our local authority under the Health and Social Care Act (2012). In 2019-20 we spent £138,138.96**

■ How much it costs to run our Healthwatch

■ Staff Costs



■ Funding received from local authority

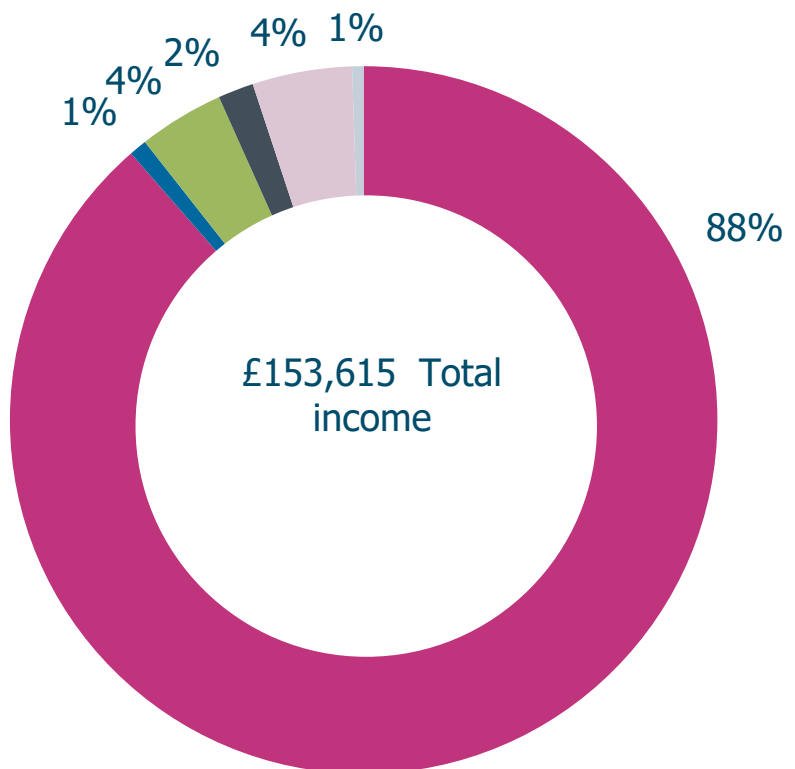
■ Greater Manchester Healthwatch

■ Heywood Middleton & Rochdale CCG

■ Bury CCG

■ Healthwatch England

■ Other Income



# Our plans for next year

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## A message from Kate Jones, Chief Executive Officer, Healthwatch Rochdale

This annual report really highlights and reflects the diverse and crucial work the organisation has been involved in over the year. This year, Healthwatch Rochdale have published our new business strategy detailing our aims, goals and objectives for 2020 - 2023 in line with our newly defined vision of *'a better health and social care experience for everyone one in Rochdale'*. Alongside Healthwatch Rochdale's vision the strategy includes details of Healthwatch Rochdale's mission, values and strategic objectives for the coming three years. The business strategy includes details of the steps Healthwatch Rochdale will be taking to achieve our aims in line with our key priorities.

As a team we have tried new and innovative ways to engage with both service users and professionals within the health and social care arena of Rochdale. As an organization, a key challenge is to ensure residents of Rochdale are aware of our service and what we offer, the Healthwatch Rochdale operational team will continue to review and develop our communication channels to ensure our reach is hitting its full potential.

Following on from our 360-stakeholder engagement event in November 2019 we will continue to work with our key partners across the borough. We will also work with the 10 local Healthwatch organisations across Greater Manchester, the North West Healthwatch Network and Healthwatch England.

Healthwatch Rochdale's key priorities for the next 12 months have been finalised through our annual consultation process, they are; Adult Mental Health, Primary Care – GP, Youth Healthwatch and our Care Home Enter & View Programme.

Over the next few months Healthwatch Rochdale will complete an organisational restructure. I am excited to announce we are bringing a brand-new role to our team, a volunteer & involvement officer.



Kate Jones, Chief Executive Officer, Healthwatch Rochdale

This role will strengthen our local volunteer offer and implement more adequate training and development for our volunteers. This will also enable us to recruit more volunteers into the organisation to help with our engagement work across the borough

With COVID-19 in mind our Enter and View programme will be cancelled this coming year. However, we will continue in all other aspects of our key priorities. The operational team have created new and innovative ways to engage with the service users of Rochdale. The team have also created new communication channels and are leading on the health and social care information for Rochdale residents in partnership with key stakeholders under #TogetherRochdale.

Finally, I would like to thank our staff team, volunteers and partners for helping us achieve our mission statement, to be the independent voice of local people in challenging and influencing health and social care provision in the Rochdale borough.

A handwritten signature in black ink, appearing to read 'K Jones', written over a horizontal line.

# Thank you

Thank you to everyone that is helping us put people at the heart of social care, including:

- Members of the public who shared their views and experience with us.
- All of our amazing staff and volunteers.
- The voluntary organisations that have contributed to our work.



“One Rochdale Health and Care, Rochdale’s Local Care Organisation, is pleased to have worked and developed our relationship with Healthwatch Rochdale over the past twelve months to ensure our patients and service users voice and engagement is embedded in the decisions we make and services we design as a Local Care Organisation. We look forward to continuing our relationship with Healthwatch over the coming year as we continue to develop One Rochdale Health and Care to enable better organised care locally for the benefit of the people of Heywood, Middleton and Rochdale.”

Steve Taylor, Chief Officer, One Rochdale Health and Care

# Contact us

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Address of local Healthwatch and contact details of any relevant Healthwatch subcontractors as of 31/03/2020.

Contact number: 01706 249 575

Email address: [info@healthwatchrochdale.org.uk](mailto:info@healthwatchrochdale.org.uk)

Website: [www.healthwatchrochdale.org.uk](http://www.healthwatchrochdale.org.uk)

Healthwatch Rochdale LTD  
104-106 Drake Street  
Rochdale, OL16 1PQ  
Healthwatch contract as of 31/03/2020.

Contact number: 01706 249 575  
Email address: [info@healthwatchrochdale.org.uk](mailto:info@healthwatchrochdale.org.uk)

We confirm that we are using the Healthwatch Trademark (which covers the logo and Healthwatch brand) when undertaking work on our statutory activities as covered by the licence agreement.

If you need this in an alternative format please contact us.

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