



# Enter and View Report

*Chapman Opticians*

*61 Union Street*

*Wednesbury*

*WS10 7HB*

*Announced Visit*

*Date: 27<sup>th</sup> September 2023*



**Engaging  
Communities**  
Solutions

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## What is Enter and View

Part of Healthwatch Sandwell remit is to carry out Enter and View visits. Healthwatch Sandwell Authorised Representatives will carry out these visits to health and social care premises to find out how they are being run and make recommendations where there are areas for improvement.

The Health and Social Care Act (2012) allows Authorised Representatives to observe service delivery and talk to service users, their families and carers on premises such as hospitals, residential homes, GP practices, dental surgeries, optometrist and pharmacies. Enter and View visits can happen if people tell us there is a problem with a service but, equally, they can occur when services have a good reputation so that we can learn about and share examples of what they do well from the perspective of people who experience the service first hand.

Healthwatch Sandwell Enter and View visits are not specifically intended to identify safeguarding issues. However, if safeguarding concerns arise during a visit, they are reported in accordance with Healthwatch Sandwell Safeguarding Policy, the service manager will be informed and the visit will end. The local authority Safeguarding Team will also be informed.

## Provider details



*Chapman Opticians*

Name: Chapman Opticians

Address of Service : 61 Union Street  
Wednesbury  
WS10 7HB

Chief Executive: Andy Chapman

Practice Manager: Diane Dale

Service type: Opticians

Chapman Opticians are an independent family-owned opticians incorporating Chapman Opticians and Chapman & Myers. Chapman Opticians practices are in Cheltenham, Bromsgrove, Stourport-on-Severn and Wednesbury. As Opticians they offer eyecare for the whole family using cutting edge technology such as Optical coherence tomography scanning and digital photography, they provide in depth glaucoma screening, macular degeneration assessment and overall eye health checks.

Opticians are at the frontline of eye care. By carrying out detailed examinations, they are helping to improve eye health across the country. They also prescribe and fit glasses and contact lenses. Chapman Opticians have a wide variety of frames and lenses giving lots of choice and can advise on styles of eyewear that suit individual needs.

The provider of the NHS Diabetic Eye Screening Programme for Birmingham, Solihull and Black Country changed on the 1st October 2022. It is provided by InHealth Intelligence, on behalf of the NHS. The service delivers diabetic eye screening in a variety of locations throughout the area, including GP surgeries, hospitals and optician practices, including Chapman Opticians.



**Screening Programmes**

Diabetic Eye

Diabetic eye screening is a key part of diabetes care. People with diabetes are at risk of damage from diabetic retinopathy, a condition that can lead to sight loss if it is not treated. This occurs when diabetes affects small blood vessels, damaging the back of the eye called the retina.

Early identification and treatment of diabetic eye disease can reduce sight loss. Screening can detect the condition early before the Patient notices any changes to their vision.

The eligible population for Diabetic eye screening is all people with type 1 and type 2 diabetes aged 12 or over who are called once a year for screening. The only exceptions are people with diabetic eye disease who are already under the care of an ophthalmology specialist.

Website: <https://www.chapman-opticians.co.uk/wednesbury>

Opening hours Monday to Saturday: 09:00 am - 17:00 pm



0121 556 5564

## Acknowledgments

Healthwatch Sandwell would like to thank Andy Chapman and his team and the visitors to Chapman Opticians for their co-operation during the visit.

## Disclaimer

Please note that this report is related to findings and observations made during our visit on 27<sup>th</sup> September 2023. The report does not claim to represent the views of all visitors, only of those who contributed within the restricted time available.

## Authorised Representatives

Anita Andrews conducted the visit.

## Purpose of the report:

This report will provide an overview of the services at Chapman Opticians and will provide Patient experience feedback. Where appropriate, recommendations will be made based on the findings of this Enter and View visit and it is anticipated that these recommendations will contribute to improving service delivery within the Opticians and in turn improve the service experience for Patients.

## Who we share the report with

This report and its findings will be shared with Healthwatch Sandwell Advisory Board, Sandwell MBC, Sandwell and West Birmingham NHS Trust, the Integrated Care System and Healthwatch England. The report will also be published on the Healthwatch Sandwell website: ([www.healthwatchesandwell.co.uk](http://www.healthwatchesandwell.co.uk))

## Healthwatch Sandwell details

Address: Walker Grange, Central Avenue, Tipton. DY4 9RZ  
Website: <https://www.healthwatchesandwell.co.uk/>  
Phone: 0121 569 7211  
Social media: <https://www.facebook.com/HWatchSandwell>  
Instagram: [www.instagram.com/healthwatchesandwell](http://www.instagram.com/healthwatchesandwell)  
Twitter: @HWSandwell

## Healthwatch principles

Healthwatch Sandwell's Enter and View programme is linked to the eight principles of Healthwatch, and questions are asked around each one.

1. **A healthy environment:** Right to live in an environment that promotes positive health and wellbeing.
2. **Essential Services:** Right to a set of preventative, treatment and care services provided to a high standard to prevent Patients reaching crisis.
3. **Access:** Right to access services on an equal basis with others without fear of discrimination or harassment, when I need them in a way that works for me and my family.
4. **A safe, dignified and quality services:** Right to high quality, safe, confidential services that treat me with dignity, compassion and respect.
5. **Information and education:** Right to clear and accurate information that I can use to make decisions about health and care treatment. I want the right to education about how to take care of myself and about what I am entitled to in the health and social care system.
6. **Choice:** Right to choose from a range of high quality services, products and providers within health and social care.
7. **Being listened to:** Right to have my concerns and views listened to and acted upon. I want the right to be supported in taking action if I am not satisfied with the service I have received.
8. **Being involved:** To be treated as an equal partner in determining my own health and wellbeing. I want the right to be involved in decisions that affect my life and those affecting services in my local community.

## Purpose of the visit

The purpose of the visit was to observe the environment and explore with Patients their first-hand experience of using Chapman Opticians. This was achieved by observation and talking to Patients and staff.

## What we did

Our Authorised Representatives facilitated the visit and spoke to Patients and observed the environment on 27<sup>th</sup> September 2023.

A pre-set of questions were asked that covered:

- Patient experience of the service including booking appointments, care by staff, accessibility to the building and information and any suggestions to improve the service.
- How staff meet individual needs of Patients including the communication needs of Patients who have impairments, handling anti-social behaviour from Patients / relatives, how to support Patients who want to raise a complaint / concern about the service and suggestions to improve the service.

Observations were made of the environment both externally and internally, that included:

- Signposting, accessibility, lighting, cleanliness, parking and transport links.

## Findings:

### A healthy environment

#### External

Chapman Opticians is situated on the pedestrianised section of Union Street in Wednesbury town centre.

There is step access at the entrance and there is a portable ramp that can be used if a Patient requires it. The frontage to the Opticians has one door entrance and is glass fronted with an attractive display in the window.

Chapman Opticians is just a couple of minutes' walk from a number of pay and display car parks in Wednesbury and close to public transport (0.1 miles to bus station and 0.5 miles to metro station).

#### Internal

The waiting area for the Chapman Opticians had a comfortable seating area with glasses displayed, soft lighting and carpeted. The Opticians is laid out and is spacious. On the day of the visit, it was welcoming, clean and the décor well maintained.

Prior to our visit a poster was sent to the Chapman Opticians to advertise the visit, this was displayed on the front door during the visit.



We were informed that there was no loop system. At the time of the visit there were no obvious hazards or health and safety risks observed.

### **Essential services**

Patients were spoken to in the waiting area, they had waited up **3** months for an appointment for their diabetic screening assessment which had been organised via their GP.

While waiting for their appointment **100%** knew who to contact if they had a query while waiting for their appointment.

### **Access**

Accessibility of the building.

The Patients had no problems finding the Opticians, they also had no accessibility issues.

Accessibility of the service.

**100%** found all the information they received about their appointment clear and easy to understand. Patients were communicated with by letter.

### **Safe, dignified and quality services**

Patients described staff as '**very understanding**' and '**professional**'. **100%** were happy with this service and rated it as '**excellent**'. They were happy that staff had answered all their questions. **100%** were '**very likely**' to recommend this service to friends and family.

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*"It's been a pleasure to visit this optician...the staff are very pleasant...the shop is lovely and welcoming"*

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### **Choice**

For regular eye testing Patients can make their own appointment at a time that is mutually acceptable. However, to attend Chapman Opticians for a diabetic eye screening appointment these are allocated by InHealth Intelligence, who have the contract for Diabetic screening in Birmingham, Solihull and Black Country.

The Patients were allocated to this Opticians, which was appreciated as it is closer to home.

However, if a Patient is allocated to an alternative provider of this service, the onus is on the Patient to ask for a different appointment with an alternative provider. Patients are not aware of this choice as the letter from InHealth Intelligence is not explicit with regards to this.

Healthwatch Sandwell will raise this issue with the commissioners of InHealth Intelligence via the Programme Manager for Birmingham, Solihull and Black Country Diabetic Eye Screening Programme.



## Being listened to

100% of Patients stated that they were listened to around their health needs.

## Comments and complaints.

There were no complaints, comments, compliments process advertised at Chapman Opticians. However, Patients stated that they knew what to do if the needed to raise an issue with the staff.

## Being involved

Staff promote Patient involvement; this is achieved by open communication with the Patient during the appointment. During the visit, members of the team were observed communicating effectively with Patients and sign posting them appropriately.

## Staffing and feedback

The staff team is well established with many years' experience. It is led by a Chief Executive and consists of a Practice Manager with 2 resident Opticians. The team is complemented by 3 Optical Assistants who have a wealth of experience offering advice on spectacle frames and lenses. The Practice Manager takes responsibility for the day to day running of Chapman Opticians; supervising and supporting staff. The Chief Executive supervises the Opticians.



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*'I love working with people. I like to see happy faces when they come in and especially when they leave!'*

*Diane Dale (Practice Manager)*

*SOURCE: Facebook November 2023*

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We were informed that all staff receive ongoing staff development, which includes supervision. The latter is where training needs are identified and relevant training is provided to meet staff's needs. Training is provided either online or in a group setting with other branches in the company.

Staff described how communication needs of Patients are met, such as those who are: visually, hearing impaired, learning needs and where English is a second language. This is achieved in various ways:

- For people who are visually impaired, the staff encourage a chaperone to join the consultation and also explain verbally what is happening
- For people who are hearing impaired, the staff speak clearly and may write information down
- For people with a learning disability, carers are encouraged to join the consultation. Staff endeavour to put Patients at ease, they also speak slowly and simply
- Where English is a second language, some staff of South Asian origin are able to communicate and sometimes staff use Google translate.

It was noted that if a Patient shares their communication needs with the staff then this is noted on their records.

We were informed that staff at the Opticians occasionally encounter anti-social behaviour but are experienced in de-escalating these situations.

We were informed that staff receive compliments via Google reviews on their website. Chapman Opticians do not actively seek feedback from Patients. However, Patients raise their concerns directly with the Branch or by e mail, this was attributed to good relationships with their Patients.

Staff enjoy working in this service and one member of staff described the team as *'it's like a family'*.

Staff described covering sick leave as challenging at times, although staff from other branches assist. The members of the team described that one of the reasons the team is effective is due to efficient teamwork.

## Recommendations

Chapman Opticians to consider:

1. providing a loop system for hearing impaired Patients and advertise this facility
2. be proactive in informing Patients of the comments and complaints process

## Provider feedback

I've had a read through and believe this to be factually accurate. On this basis I'm happy for you to publish the report as required.

Kind Regards

**Andy Chapman**

Managing Director & Partner Chapman Opticians Ltd & Chapman & Myers.



Address: Walker Grange, Central Avenue, Tipton. DY4 9RZ  
Website: <https://www.healthwatchesandwell.co.uk/>  
Telephone: 0121 569 7211  
E mail: [info@healthwatchesandwell.co.uk](mailto:info@healthwatchesandwell.co.uk)  
Social media:  
Facebook: <https://www.facebook.com/HWatchSandwell>  
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Twitter: @HWSandwell