



Voices from Unit 33, Friars Square Shopping Centre in Aylesbury

October 2024



What we did

Health on the High Street (HOTH) opened on 26th September 2023 in Friars Shopping Centre, Aylesbury, as a joint initiative between Buckinghamshire Healthcare NHS Trust and Buckinghamshire Council to serve local communities better especially in areas of deprivation.

Buckinghamshire Healthcare NHS Trust asked us to gather insight from people's experiences of using services at HOTH. We designed a survey to capture information about the convenience of HOTH for local communities, awareness of the range of health services on offer and overall impressions of the 'high street' venue.

During October 2024, we did face-to-face questionnaires with people on-site at HOTH covering a range of clinics and drop-ins.

Key findings

The following findings are based on the analysis of a small sample of voices from people who agreed to do our questionnaire while accessing services at HOTH. We collected feedback from 53 people in total.

Awareness of health teams and services

- + Over a quarter (15/53) came across it by walking past the unit in Friars Square Shopping Centre. Others told us that they were referred to specific clinics by health visitors. People attending the Veteran's Drop-in heard about this group through exmilitary contacts
- + Those attending the Covid-19 seasonal vaccination clinic told us that they selected HOTH from a list of options on the NHS digital booking service or by the telephone booking service -119. More than half of the people (59%) who were at HOTH for their **first** time were attending the Covid-19 seasonal vaccination clinic. Most of this cohort were not aware of other clinics and drop-in services

- People who attended specific clinics were less likely to know about health and community support groups that were not relevant to them. For instance, most people at baby group sessions were not aware of the Veteran's Drop-In or One Recovery Bucks Drop-In
- + Over half were aware of the **Pump it up kiosk** to check their blood pressure and body mass index (BMI), regardless of the clinic they were attending. Some people used this kiosk on a drop-in basis without attending any other clinics
- + Most people (58%) were not aware of the <u>HOTH webpage</u> on the Buckinghamshire Health NHS Trust website which includes a timetable of clinics, coaching sessions and community drop ins
- + Convenience and connection to local communities
- + Almost everybody (49 people) told us that they found the location of HOTH either very convenient or convenient.
- + One person told us that the opening times were not convenient for them
- + Over three quarters (42 people) said that HOTH was very convenient or convenient for some services as opposed to going to their GP or pharmacy
- Most people found dropping into HOTH without an appointment either very convenient or convenient for them
- Apart from one person, the majority did not need/want language or communication support to access services. This one respondent said that their preferred language for communication is Urdu

Clinics and drop-ins

- + The majority were happy with the range of clinics and self-services i.e. the Pump it Up kiosk and baby weighing scales
- + Suggestions for other clinics and services included:
 - a nutritionist or dietician to help with management of BMI
 - clinic for transgender people
 - podiatrist
 - physiotherapist
 - mental health support/counselling
 - blood donation services

- more regular support groups for ex-service community and families (occurred twice a month at the time of feedback collection)
- more mother/baby groups and a group for dads.

Outside and inside

- + 22 people (42%) said the sign 'Unit 33' and window display did not grab their attention
- + Most people said that it looked like a place that they could walk into without making an appointment
- + Over one third (19 people) told us that they strongly disagreed or disagreed with the statement: *There is space for private and confidential conversations*. One person told us that they were deaf and did not always know if they were talking loudly through the space dividers used by health teams

Overall experience

+ Most people rated their overall experience of HOTH as **excellent** or outstanding when asked to give a star rating between 1 and 5 (1 represents a poor experience and 5 represents an excellent experience).

The ratings were:

- 33 people gave **5 stars**
- 17 gave **4 stars**
- One person gave 3 stars

Suggestions for improvements

- Overall people told us that they were happy with the services at HOTH and would not change anything
- + Two people said that they would change the 'Unit 33' outside sign to 'Health on the High Street'
- + Other suggestions included:
 - move the Pump it up kiosk nearer to the main entrance
 - provide flu and COVID-19 seasonal vaccinations at the same time
 - increase opening hours to include all Fridays and weekends.

Our recommendations

We recommend that **Buckinghamshire Healthcare NHS Trust:**

- ✓ Include the wording 'Health on the High Street' on the 'Unit 33' sign outside the premises to make people more aware of healthcare services and advice they can receive inside
- Provide a dedicated space for people to have private conversations with health teams without the fear of being overheard by others. This could be done by inserting soundproof panelling in one area of the unit or by adding a soundproof booth/pod
- Look into facilitating some **one-stop shop** sessions for teams with related health goals e.g. a community dietician could work alongside health drop-ins and give advice to people using the self-help Pump it up kiosk
- Review opening hours to roll out regular services on Fridays and weekends

Encourage health teams and community support groups at HOTH to:

- Promote clinics/sessions on their organisation or group communication channels including social media platforms. This could include information about clinic/session tis and referral pathways if applicable. Teams could also signpost to HOTH by sharing a link to the HOTH webpage
- ✓ Tell people attending their clinics that they can speak to staff at HOTH about other clinics and support services which could be useful for family and friends, if not relevant to them

Liaise with the Buckinghamshire Immunisation Team, to consider expanding seasonal vaccination services 2025/26 offered at HOTH to:

Include flu vaccines for people at greater risk of serious illness in autumn and winter in line with NHS advice and offerings. Those who can get both vaccines through the NHS include everyone aged 65 and above, pregnant women, people aged 6 months old or above with certain health conditions, frontline health and care staff, unpaid carers and household contacts of those at higher risk.

What was the project about?

HOTH aims to serve **local** communities especially in areas of deprivation.

Data shows that Aylesbury has higher levels of deprivation and lower life expectancy than other areas in the rest of the county. With areas ranking amongst the 30% most disadvantaged areas in the UK.

https://www.healthandwellbeingbucks.org/local-profiles

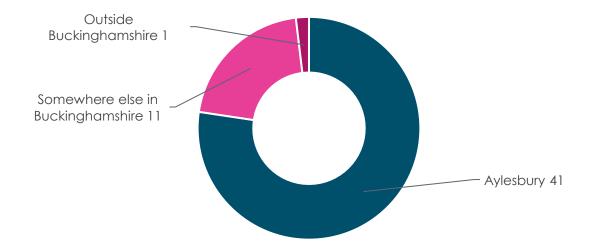
We wanted to hear what local communities thought about HOTH one year since opening its doors in Friars Square Shopping Centre. We listened to their views on:

- the unit itself both outside and inside
- convenience of location and provision of different health services (both by appointment and drop-in)
- range/choices of clinics and community support groups i.e. Veteran's Drop-in
- opening hours and times of clinics.

We also wanted to gather information about what people would like from HOTH. So, we asked - If you could change anything about Health on the High Street, what would it be?

Who we heard from

• Most people (73%) lived in Aylesbury, eleven lived somewhere else in Buckinghamshire and one person was outside the county.



- The estimated median age for participants was 60. However, the age group that appeared most frequently was 26 - 35
- We spoke to 32 women (60%) and 19 men (36%)
- Of the people we spoke to 41 reported their ethnicity as **White British** (77%). The second most reported ethnicity was **Asian / Asian British: Pakistani** (9%).
- Ten people (9%) said they had a disability and 23 (43%) said they had a long-term condition.
- We spoke to 6 people who were either pregnant or that had given birth in the last
 26 weeks.

What we heard

Over half of the people who we spoke to (57%) told us that they had been to HOTH before. Twenty-two people told us that it was their first time. More than half of these (13/22) were there for the Covid-19 seasonal vaccination clinic.

One third of people told us that they walked to HOTH, another third told us that they us that they drove in their own car. The remaining third either got public transport (bus/taxi) or a lift with a family member or friend. One person travelled by an electric mobility wheelchair.

Awareness of HOTH

We asked people how they heard about HOTH. Over a quarter (15/53) came across it by walking past the unit in Friars Square Shopping Centre.

Walking through [shopping centre] and somebody was standing outside.

Seen it in shopping centre, come here every Wednesday.

Others told us that they became aware of HOTH after being signposted to specific clinics. We heard that Health Visitors told people about drop-in clinics for parents with children (0-5 years) and NHS health checks for adults. People attending the Veteran's Drop-in heard about this group through ex-military contacts.

Those at the Covid-19 seasonal vaccination clinic told us that they selected HOTH from a list of options on the NHS digital booking service or by the 119-telephone booking service.

[I selected from] 119, got list of places.

A few people told us that they had been to HOTH for their Covid-19 booster the previous year.

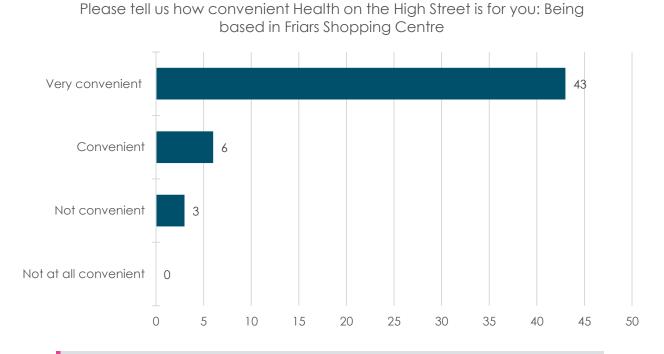
I booked covid booster [here] last year.

Convenience of HOTH

We asked people to rate how convenient HOTH is for them. We asked for responses to six statements about convenience. People selected options that were most relevant to them.

Being based in Friars Square Shopping Centre

Almost everybody (52/53) answered this question. 49 people (94%) told us that they found this very convenient or convenient.



Very handy, I can walk here and look around the [shopping] centre.

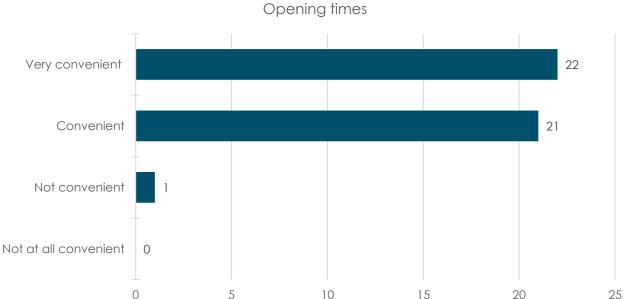
Came in for Covid vaccination. It's been brilliant, walked around for coffee. Only had to wait 5 minutes. If I went to Stoke Mandeville, I'd still be driving around looking for parking.

However, one person attending an early year clinic (0-5 years) told us that they would prefer a location closer to their home.

Somewhere with free parking, not that local for me especially with the baby. Would be interested in knowing about other clinics. Better than going to GP.

Opening times

44 people answered this question. Only one person told us that the opening times were not convenient for them.



Please tell us how convenient Health on the High Street is for you:

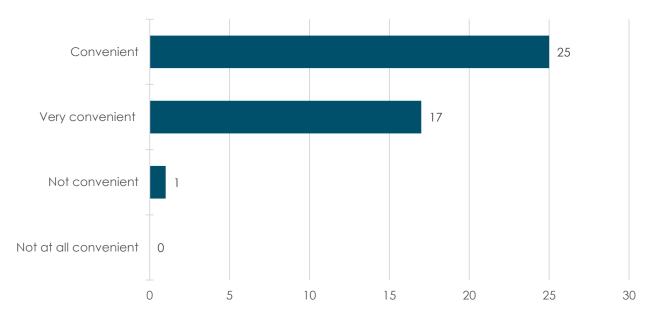
Although most people said that the times were very convenient or convenient, one person told us that they would like HOTH to be open more often.

Open at weekends and all Fridays, only open sometimes on Fridays.

Days and times of clinics

43 people answered this question. As with the opening times, only one person told us the days and times of clinics were not convenient for them.





Limited time slots, had to take day off work.

We also heard that people would like certain clinics to be available across a range of days and times especially mother/baby clinics.

More days to come for baby clinics.

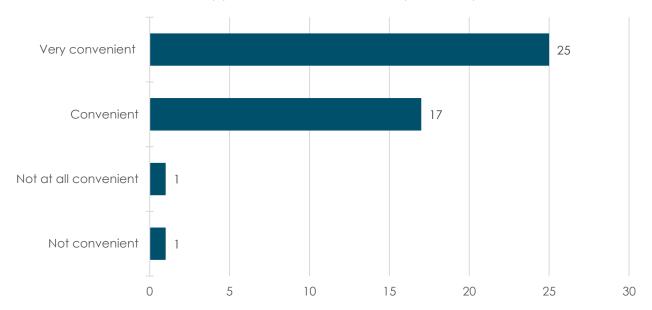
More days, clinic is one day per week.

Open more days, not just on a Tuesday [baby group].

Coming here for health services (i.e. vaccinations) instead of making an appointment with the GP or pharmacy

44 people answered this question. 95% told us that HOTH was very convenient or convenient for some services as opposed to going to their GP or pharmacy.

Please tell us how convenient Health on the High Street is for you: Coming here for health services (i.e. vaccinations) instead of making an appointment with the GP or pharmacy



Its good. I remember seeing it when it opened, and somebody pulled me inside to tell me about it. Can never get an appointment with a GP so makes sense to have something on the High Street.

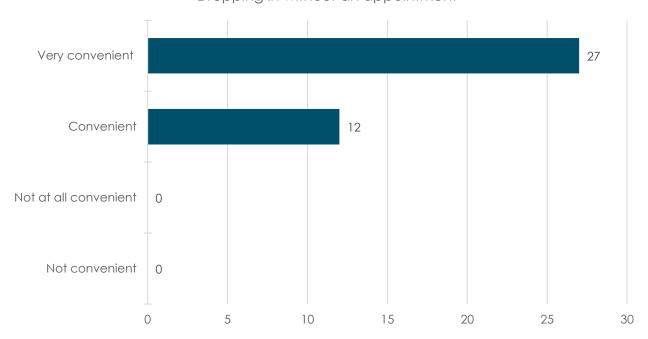
One person attending the Covid-19 seasonal vaccination clinic said:

Service I got was very good here today. Don't understand why I couldn't go to the doctors. They say they're over-run, but the waiting rooms are always empty. Would like to see a GP.

Dropping in without an appointment

39 people responded to this question. 100% told us that it was very convenient or convenient dropping into HOTH without an appointment.

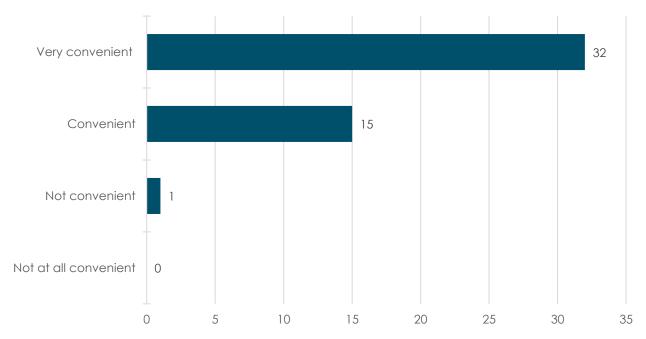
Please tell us how convenient Health on the High Street is for you: Dropping in without an appointment



1 Making appointments for some clinics i.e. health check ups

Nearly all people (48), responded to this question. One person told us that they did not find making appointments convenient for them.





Clinics and Drop-ins

HOTH has a weekly schedule of clinics with different health teams and community support groups. We asked people if they were there for a particular clinic. We heard:

- 38 people were there for a particular clinic or group session including Covid-19 seasonal vaccinations, health visitor clinic and Veteran's Drop-in
- 13 people were not there for a particular clinic. They were there to look for information and use the "Pump it up" kiosk to check their Blood Pressure and Body Mass Index (BMI)
- two people did not respond to this question

Some people said that they do not attend any clinics and only use the **Pump it up kiosk** to check their blood pressure and BMI on a regular basis.

I came to check blood pressure. I suffer from stress.

I come in every Thursday [to use pump it up].

Pump it up machine is the golden nugget of the shop.

Others used it whilst attending clinics.

[Came in for] baby weighing and pump it up, that machine knows me now.

Some people told us that they liked to drop into HOTH for a chat with staff.

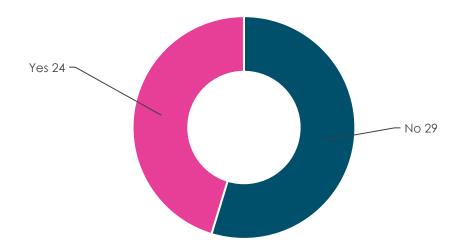
Just passing, came in for a chat with [HOTH Manager].

... come in for a chat and come in for blood pressure [check].

Came in to chat to [HOTH Manager] as they were on their own.

Booking appointments

We heard that 24 people had booked an appointment for clinics at HOTH while 29 did not book an appointment in advance.



Most people who booked appointments in advance were attending the COVID-19 seasonal vaccination clinic.

This vaccination clinic was by appointment only but had been offered as a drop-in service at HOTH in 2023.

Came last year but didn't have to make an appointment [for Covid vaccinations].

Not much space in the waiting area but its ok. Last year it was drop-in, came with my wife to get boosters.

One person told us that they had just started noticing HOTH since booking their COVID-19 seasonal vaccination.

I have been here [Friars Square Shopping Centre] before but always walked past. I thought it was a vacant shop. I've only started noticing it since booking my Covid jab.

Another person told us that they booked their COVID-19 booster online, they had not been aware of HOTH before this:

I come shopping here but usually go into Trespass, I don't walk around this way.

Awareness of HOTH services

We asked people about their awareness of the range of clinics and support services at HOTH, events that take place there and its webpage on the Buckinghamshire Healthcare NHS Trust website which has a timetable of clinics, coaching sessions and community drop-ins. We heard that:

- 38% (20 people) were aware of occasional events that take place at HOTH i.e.
 Stoptober awareness. Two said that whilst they were aware of occasional events,
 they were not relevant to them
- + 58% (31 people) were not aware of a website for HOTH
- + the majority were aware of the Pump it up kiosk
- + apart from being aware of the 'Pump it Up' kiosk', most people were only aware of the clinic or community drop-in that they were attending. For instance, most people at baby group sessions were not aware of the Veteran's Drop-In or One Recovery Bucks Drop-In.

Other services and facilities

We asked people what other clinics or facilities they would like to have at HOTH. Lots of people told us that they were happy with the services that were on offer at the time.

Small place has enough.

Happy with service.

A person who was attending the Covid-19 seasonal vaccination clinic said:

Not sure. I think it's a brilliant idea to have health services together, but I don't come to Aylesbury often. I probably would come back for a health check.

However, some people suggested other services which included:

- a nutritionist or dietician to help with management of BMI
- clinic for transgender people
- podiatrist
- physiotherapist
- mental health support/counselling
- blood donation services
- more frequent support groups for ex-service community and families (occurred twice a month at the time of feedback collection).
- more mother/baby groups including group for dads.

Language and Communication support

Only one person said that they would like language and communication support to access services. They told us that their preferred language for communication is Urdu.

HOTH exterior

We asked people to indicate the extent to which they agree or disagree the following statements, looking at HOTH from the <u>outside</u>:

The sign Unit 33 and window display grabs my attention

Overall, people either strongly agreed or agreed with this statement.



However, 42% did not agree. People said:

Window looks very busy. Hard to tell what it is from the outside. Can't see inside, would be good to see inside.

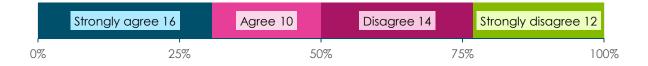
Looks a storage unit from outside.

Front looks like a government service. Bland from outside. Good idea. Not presented well, not a permanent fixture.

It looks like shop.

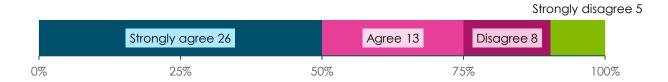
It looks like a health and wellbeing service

Almost everyone answered this question 52/53. There was an equal divide in agreement about this statement. Half of the people either strongly agreed or agreed whilst the other half either strongly disagreed or disagreed.



It looks like a place where I can walk in without an appointment

Almost everyone answered this question 52/53. Three quarters of them either strongly agreed or agreed with this statement.



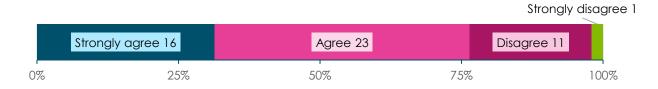
One person suggested that they would:

Open both doors so people know it's open...show what it does.

HOTH interior

We asked people to indicate the extent to which they agree or disagree the following statements, looking at HOTH from the <u>inside</u>:

It looks like I expected from the outside

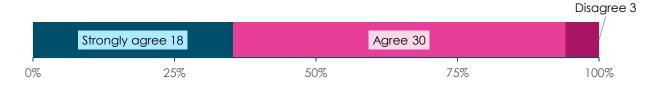


51 people responded to this question. 31% strongly agreed and 45% agreed that the interior of HOTH reflected their expectations from the exterior. One person told us that they originally thought that the space was for toddler groups:

I thought it was just for children at the start, saw baby groups [inside].

The waiting area is comfortable

51 people responded to this question. Three of them (6%) disagreed with this statement

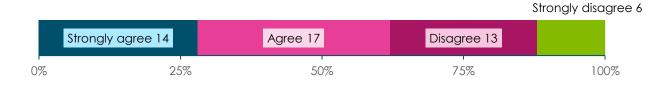


One person said that they would like a bigger waiting area:

Bigger waiting area, they try to make it as comfortable as possible but there's always room for improvement.

There is space for private and confidential conversations

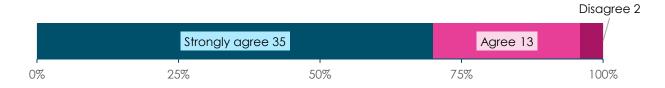
50 people responded to this question. 31 people (63%) either strongly agreed or agreed. Six (12%) told us that they strongly disagreed and 13 people (26%) disagreed.



One person who strongly disagreed with this statement said:

I'm deaf so don't know if I'm shouting. It would be good to have a more private space.

The signs and posters are clear and visible



50 people responded to this question. Nearly all of them (96%) either strongly agreed or agreed that the signs and posters are clear and visible. Although people were satisfied with the signs and posters, one person suggested making the interior brighter:

Maybe make it brighter inside.

Overall experience of HOTH

We asked people to rate their overall experience of HOTH on a scale of 1 to 5. The meanings of the **5-star rating** were explained as: $\Rightarrow \Rightarrow \Rightarrow \Rightarrow$ represent excellent or outstanding performance, while \Rightarrow points to a poor experience.

Two people did not give a rating. The ratings were:

- 33 people gave 5 stars
- 17 gave 4 stars
- One person gave 3 stars

For several people (42%) the rating was based on their experience of HOTH for the **first** time:

Positive experience, nice set up.

I saw the sign Unit 33 immediately when I walked in from getting the bus. I came with a friend last week so I would know where to go. It's all been excellent.

Awareness of leaving feedback

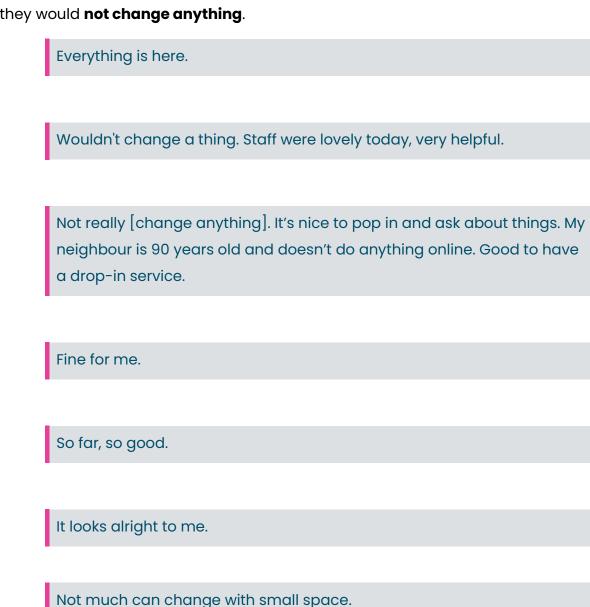
We asked people if they knew how to give feedback about HOTH. Five people did not respond to this question, 14 people said that they knew how to leave feedback while 34 people did not know.

A few people said that they would speak to staff if they had feedback. Others knew about the **QR code** on display for people to scan and leave feedback:

There's information on the door with a QR code. Have left feedback before, I can't remember why.

Suggestions for improvements

We asked people to tell us what they would like to change about HOTH. Most said that they would **not change anything**.



Two people told us that they would change the **Unit 33** sign:

Sign could say 'Health on the High Street'.

Probably would change the sign, wouldn't have known what it was by walking past.

Other suggestions included:

- move 'Pump it up' kiosk nearer to the main entrance
- provide flu and COVID-19 seasonal vaccinations at the same time
- increase opening hours to include Fridays and weekends.

Conclusion

Our findings and recommendations are based on the analysis of 53 voices collected **on-site** across different clinics and community support sessions. Just under half (42%) were there for the first time, most of this cohort attended the COVID -19 seasonal vaccination clinic. Overall people had a positive experience of HOTH.

Acknowledgements

We would like to thank all the people who took time to speak to us whilst accessing services at Unit 33, Friars Shopping Centre. We would also like to thank the support staff at Health on the High Street and Buckinghamshire Healthcare NHS Trust for welcoming us into their health space.

Disclaimer

Please note this report summarises what we heard from a sample of people at Health on the High Street, Unit 33, Friars Square Shopping Centre, Aylesbury.

It does not reflect the experiences of all people who have accessed Health on the High Street services in Buckinghamshire.

Appendix 1

More about our approach

Who we included

We gathered feedback by conducting face-to-face questionnaires with 53 people at Unit 33, Friars Square Shopping Centre. Most people were there for a particular clinic or community support session. We attended HOTH on different days of the week (Monday – Thursday) to gather voices from people accessing a range of clinics/sessions including:

- Covid-19 seasonal vaccinations 2024/25
- Health Visitor Drop-in for parents with children 0 5 years
- Health visitor Group "Getting to know your baby"
- Be Healthy Bucks Free NHS Health Checks
- Health Visitors Ages & Stages
- Veteran's Drop-in

Who we will share our findings with

We have sent our findings to Buckinghamshire Healthcare NHS Trust and to Healthwatch England, the independent national champion for people who use health and social care services.

We will also pass our findings to Public Health at Buckinghamshire Council and the Buckinghamshire, Oxfordshire and Berkshire West Integrated Care Board (BOB ICB).

Appendix 2

Who did we hear from?

Please tell us your age

	Count
18 to 25 years	3
26 to 35 years	13
36 to 45 years	5
46 to 55 years	3
56 to 65 years	8
66 to 75 years	7
76 to 85 years	9
86 and over	3
(blank)	2
Grand Total	53

Please tell us your gender

	Count
Man	19
Non-binary	1
Transitioning	1
Woman	32
Grand Total	53

Please tell us your ethnicity

	Count
Asian / Asian British: Pakistani	5
Black / Black British: African	1

Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic groups background	1
Mixed / Multiple ethnic groups: Black Caribbean and White	1
White: Any other White background	3
White: British / English / Northern Irish / Scottish / Welsh	41
White: Irish	1
Grand Total	53

Please tell us if you have a disability

	Count
No	43
Yes	10
Grand Total	53

Please tell us if you have a long term health condition

	Count
No	29
Yes	23
(blank)	1
Grand Total	53

Please tell us if you consider yourself to be a carer

	Count
No	51
Prefer not to say	1
Yes	1
Grand Total	53

Please tell us your sexual orientation

	Count
Heterosexual / Straight	52
Lesbian	1
Grand Total	53

IMD2019 Quintile

	Count
Quintile 1 - Least Deprived	4
Quintile 2	7
Quintile 3	8
Quintile 4	9
Quintile 5 - Most Deprived	8
Grand Total	36

Lives in an Opportunity Bucks Ward (estimated)

	Count
Yes	11
No	26

Please tell us your pregnancy or maternity status

	Count
Does not apply to me	14
Currently pregnant	1
Currently breastfeeding	4
Given birth in the last 26 weeks	5
Prefer not to say	1

Which of the following disabilities do you have?

	Count
Physical or mobility impairment	4
Sensory impairment	1
Neurodevelopmental condition (ADHD, ASD, learning difficulties)	0
Mental health condition	0
Long term condition	4
Learning disability (Intellectual disability)	1
Prefer not to say	0
Other (please tell us)	0

Do you have any of the following neurodevelopmental conditions?

	Count
Does not apply to me	48
Autism (autism spectrum disorder)	0
Dyspraxia (developmental coordination disorder)	0
Dyscalculia	0
Dyslexia	3
Dysgraphia	0
ADHD/ADD (attention deficit hyperactivity disorder, attention deficit disorder)	1
Tourette's	0
Prefer not to say	0
Other (please tell us)	0

Which of the following long term health condition do you have?

	Count
Asthma, COPD or respiratory condition	8

Blindness or severe visual impairment	0
Cancer	1
Cardiovascular condition (including stroke)	0
Chronic kidney disease	0
Deafness or severe hearing impairment	2
Dementia	0
Diabetes	5
Epilepsy	1
Hypertension (high blood pressure)	10
Learning disability	0
Mental health condition	1
Musculoskeletal condition	2
Prefer not to say	1
Other (please tell us)	0

Please tell us your religion or belief

	Count
Christian	22
Muslim	5
No religion	25
Spiritual	1
Grand Total	53

Is your gender identity the same as your sex recorded at birth?

	Count
No	1
Yes	51
(blank)	1

Grand Total 53

Please tell us your marital or partnership status?

	Count
Cohabiting	6
Divorced / Dissolved civil partnership	1
In a civil partnership	2
Married	28
Single	10
Widowed	6
Grand Total	53

If you require this report in an alternative format, please contact us.

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