

Pride Pharmacy

Enter and View Visit Report

18 November 2025

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If you require this document in an alternative format, please get in touch with us using the details on the back page.

About us

We are an independent voice for the people of Derbyshire. We are here to listen to the experiences of Derbyshire residents and give them a stronger say in influencing how local health and social care services are provided.

Our mission

We are a strong, independent, and effective champion for people that use health and social care services. We will continue to influence health and care services and seek to improve joined-up care for the people of Derbyshire.

Our vision

We want to see people who use health and social care services centre stage, so that service providers and commissioners listen to what they have to say and use their voices to shape, inform and influence service delivery and design.



What is Enter and View?

One of our roles at Healthwatch is to undertake Enter and View visits. Our team of trained authorised representatives (ARs) enter and view local health and social care services to find out how services are being run in action.

We collect evidence on what works well and what could be improved to make people's experiences better. We then provide recommendations to the service.



Our Enter and View visits are not intended to identify safeguarding issues or act as inspections. However, if safeguarding concerns arise during a visit, they are reported in line with our Safeguarding Children & Adults policy.

Following Enter and View visits, we collect all the feedback and produce a report with recommendations. These reports are shared with service providers, The Care Quality Commission (CQC), Derbyshire County Council and Healthwatch England. The final report will also be published on our website and Joined Up Care Derbyshire's Public and Patient Insight Library.

Visit information

**Service address:**

Pride Pharmacy, Royal Derby Hospital, Kings Treatment Centre,
Uttoxeter New Rd, Derby DE22 3NE

**Service provider:**

Pride Pharmacy

**Date of visit:**

Tuesday 18 November 2025

**Pharmacy Manager:**

Carolyn Dyche

**General Pharmaceutical Council:**

Standards met 12 November 2021 (previous location)

**Authorised Representatives (ARs) who visited:**

Helen Aldridge, Lisa Brightmore, Jennifer Coles, Kath Dawson,
Helen Rose, Helen Severns

Healthwatch Derbyshire Volunteer coordinator:

Helen Walters

Number of Healthwatch Derbyshire volunteers who reviewed website:

Five

Accessibility Assessment representative who visited:

Christopher W

**Healthwatch Derbyshire Enter and View Officer:**

Claire Connor

About Royal Derby Hospital and Pride Pharmacy

Royal Derby Hospital ('the hospital') opened on 1 April 2010. It has 1,159 beds and provides a wide range of hospital services for people with urgent and planned health needs.

These services include an Accident and Emergency (A&E) department, a critical care team, inpatient care, children's services (paediatrics), and maternity services.

Before 2018, the hospital was part of Derby Teaching Hospitals NHS Foundation Trust. In 2018, the hospital merged with Burton Hospitals. The two hospitals, and their associated sites, then became known as University Hospitals of Derby and Burton (UHDB).

As a result of this merger, services are now provided from several hospital sites across Derbyshire and Staffordshire, serving over one million people every year.

Royal Derby Hospital ('the hospital') and Florence Nightingale Community Hospital are two of the sites that are based in Derby City centre.

The hospital has two pharmacies, the Trust pharmacy and Pride Pharmacy. The pharmacies are at different locations within the hospital. Both pharmacies are managed independently of each other.

The Trust pharmacy is found near the children's clinics. This pharmacy accepts prescriptions for people who are inpatients and need medication during their stay or before going home.

Pride Pharmacy ('the pharmacy') is situated in the Kings Treatment Centre (KTC). This pharmacy takes prescriptions from patients who have attended an outpatient clinic at the hospital or Florence Nightingale Community Hospital.

The pharmacy only delivers a service to outpatients. An outpatient is someone who is attending the hospital for an appointment and is not staying overnight.

The following is an example of some of the hospital services met by the pharmacy:

- A&E

- Ambulatory Care
- Cardiology
- Day case
- Dermatology
- Ear, nose and throat (ENT)
- Haematology
- Hand clinic
- Neurology
- Orthopaedics
- Respiratory
- Rheumatology
- Surgical Outpatients
- Urology.

The pharmacy does not take prescriptions from any of the children's clinics, maternity or gynaecology departments.

On the day of the Enter and View visit the Pride Pharmacy staff team included:

- One pharmacy manager
- Five pharmacists
- Ten Level 2 pharmacy dispensers
- Two Level 3 pharmacy technicians with checking qualification
- Two stock controllers.
- One superintendent pharmacist.

Pharmacy and clinical space

Pride Pharmacy ('the pharmacy') recently moved from near the main entrance of the hospital to the Kings Treatment Centre (KTC).

The pharmacy offers a seating area and consultation room. The pharmacy manager explained the consultation room can be used for safeguarding concerns or when a quieter space is needed.



The visit

Summary

This was an informative visit with a mixture of good and not so good responses from the people we spoke to.

We received some recommendations for improvements based on the views of the people we spoke to, who were:

- A director of Pride Pharmacy
- Healthwatch Derbyshire authorised representatives
- Healthwatch Derbyshire volunteer coordinator
- Healthwatch Derbyshire volunteers
- Hospital volunteers
- People who visited the pharmacy
- Pride Pharmacy staff members.

The recommendations and the pharmacy's responses can be found on pages 43-49. These recommendations aim to support the continued good work of the service.

During our visit we spoke to 74 people. We were told by the manager of the pharmacy that on a typical day up to 250 people can use the pharmacy.

However, due to a doctors' strike taking place on the day of the Enter and View visit, the pharmacy was quieter than normal. Therefore, the Healthwatch Derbyshire authorised representatives (ARs) did not observe how busy the service could be.

However, the information gathered provided a very useful understanding of the mixed experiences of those using the pharmacy.

Key themes

Whilst feedback was mixed, there were key themes that came from people's responses:

- Better use of the pharmacy's screens could improve people's experience while waiting for their prescription
- Some people told us the wait for a prescription was very long
- Some people found the signage could be improved to make finding the pharmacy easier
- Some people were positive about the pharmacy moving to a new space
- Some people were not happy about the pharmacy moving to a new space
- Some people aren't sure of the prescription drop-off and pick-up process
- The use of a speaker (intercom system) could improve people's experience when dropping off and collecting their prescription.

Why did we do this visit?

This was a planned and announced Enter and View visit to the pharmacy, a service we have received some feedback about. Our aim was to listen to, and understand, people's experiences of using the service.

The key areas we were looking at were:

- How easy it was to find Pride Pharmacy
- If the people using the pharmacy thought there were any services missing for them
- If there was anything the pharmacy could do to improve people's experience
- How people were experiencing the pharmacy since it moved.

How did we do it?

The enter and view officer met with the manager of the pharmacy to discuss the purpose of the visit. The enter and view officer identified some key themes from this discussion.

A survey was developed to support the information gathered on the day.

On the day of the Enter and View visit, the enter and view officer and the ARs attended during the pharmacy's opening hours of 8:00 am to 7:00 pm.

We collected feedback in the following ways:

- A survey was completed by the people using the pharmacy
- The accessibility of the pharmacy
- Direct observation between staff and people using the pharmacy
- Talking to people about their experiences of the service
- Talking to staff working at the pharmacy
- The completion of an accessibility audit.

Staff feedback was gained through open conversations; no survey was used for this.

The pharmacy manager asked if the ARs could come to the pharmacy from different points in the hospital. The ARs were informed that it was the Pride Pharmacy they were to attend, and they noted their experience of finding the pharmacy from the agreed points in the hospital. These points were:

- Children's Emergency Department
- The hospital's main entrance
- Surgical Outpatient Department
- Specialist Outpatient Department.

ARs also shared their general thoughts about the pharmacy's environment.

Accessibility Audit

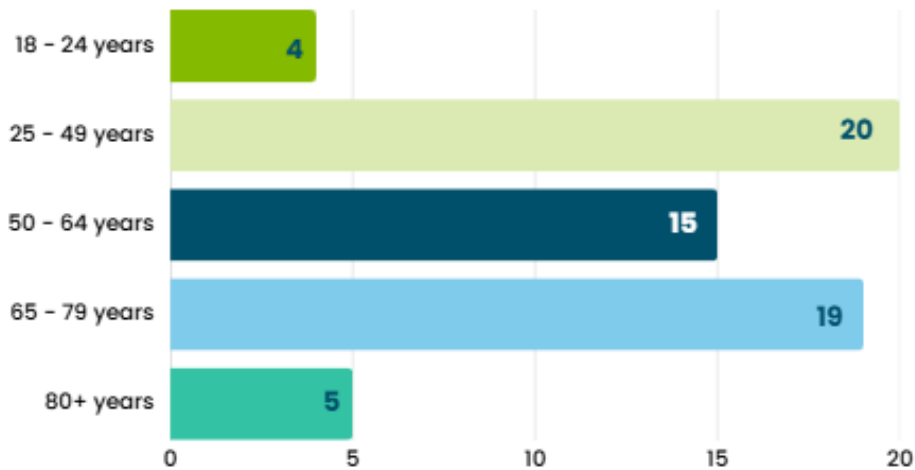
Alongside our Enter and View visit, we also carried out an accessibility audit. The volunteer who gave feedback on this audit has learning disabilities.

The feedback from this audit reflects the volunteer's experiences on the day along with the experiences of the volunteer coordinator who supported him. Feedback from this audit will be referred to throughout this report.

Who did we speak to?

Overview of the people we spoke to

We spoke to 74 people. Of these, 63 people completed the demographic questions. Most of the people were aged 25 – 79 years old. All the age groups are shown below:



Gender

We asked people to tell us their gender:

- 38 people selected female
- 25 people selected male.

Ethnicity

Most people were White British:

- 48 People told us they were White: British/English/Northern Irish/Scottish/Welsh
- Seven people told us they were Asian/Asian British: Indian
- Three people told us they were White: Irish
- Two people selected 'Other'. One person told us they were Portuguese and the other person was Filipino
- One person told us they were Black/Black British: Caribbean
- One person told us they were Black/Black British: Any other Black/Black British background
- One person told us they were White: Any other White background.

Area of Derbyshire people live

We asked people which area of Derbyshire they were from:

- 17 people were from Amber Valley
- One person was from Bolsover
- 20 people were from Derby City
- Six people were from Derbyshire Dales
- Three people were from Erewash
- 16 people selected 'Other' and told us they were from:
 - Alvaston
 - Burton-on-Trent
 - Chellaston
 - Leicestershire
 - Littleover
 - Mickleover
 - Nottinghamshire
 - Spondon
 - Staffordshire.

Disability and long-term health conditions

We asked the people we spoke to if they had a disability.

63 people answered this question:

- 49 people said that they did not have a disability
- 12 people said that they have one or more disabilities
- Two people selected 'Prefer not to say'.

Of the people who had a disability, we asked if they would share information about their disability with us:

- Four people told us they have a type of diabetes
- Two people told us they have kidney disease
- Two people told us they have multiple sclerosis (MS)
- One person told us they have autism
- One person told us they have bone cancer
- One person told us they have Crohn's disease
- One person told us they have fibromyalgia
- One person told us they have Gitelman's disease

- One person told us they have heart disease
- One person said they have keratoconus
- One person told us they have macular degeneration
- One person told us they have stiffness and less capacity because of cancer medication
- One person told us they have ulcerative colitis.

We asked the people we spoke to if they have a long-term health condition.

62 people answered this question:

- 37 people said that they have a long-term health condition
- 20 people said they don't have a long-term health condition
- Five people preferred not to say.

A total of 33 people shared details about their long term-health condition, some had more than one condition:

- Eight people told us they had a type of cancer
- Four people told us they have arthritis
- Two people told us they have asthma
- Two people told us they have a blood condition
- Two people told us they experience back and or shoulder pain
- Two people told us they have an underactive thyroid
- One person told us they have Ehlers-Danlos syndrome
- One person told us they have an eye condition
- One person told us they have fibromyalgia
- One person told us they have gout
- One person told us they have hypertension
- One person told us they are going through the menopause
- One person told us they have a long-term mental health difficulty
- Other: Two people told us they were collecting prescriptions for their husband or wife who has cancer.

What did we see and what did people tell us?

Using the pharmacy

We wanted to know if people had travelled to the pharmacy to collect their prescription from Florence Nightingale Community Hospital or had attended an appointment within Royal Derby Hospital.

70 people answered this question:

- 66 people told us their prescription came from Royal Derby Hospital
- Four people told us they had travelled from Florence Nightingale Community Hospital to collect their prescription.

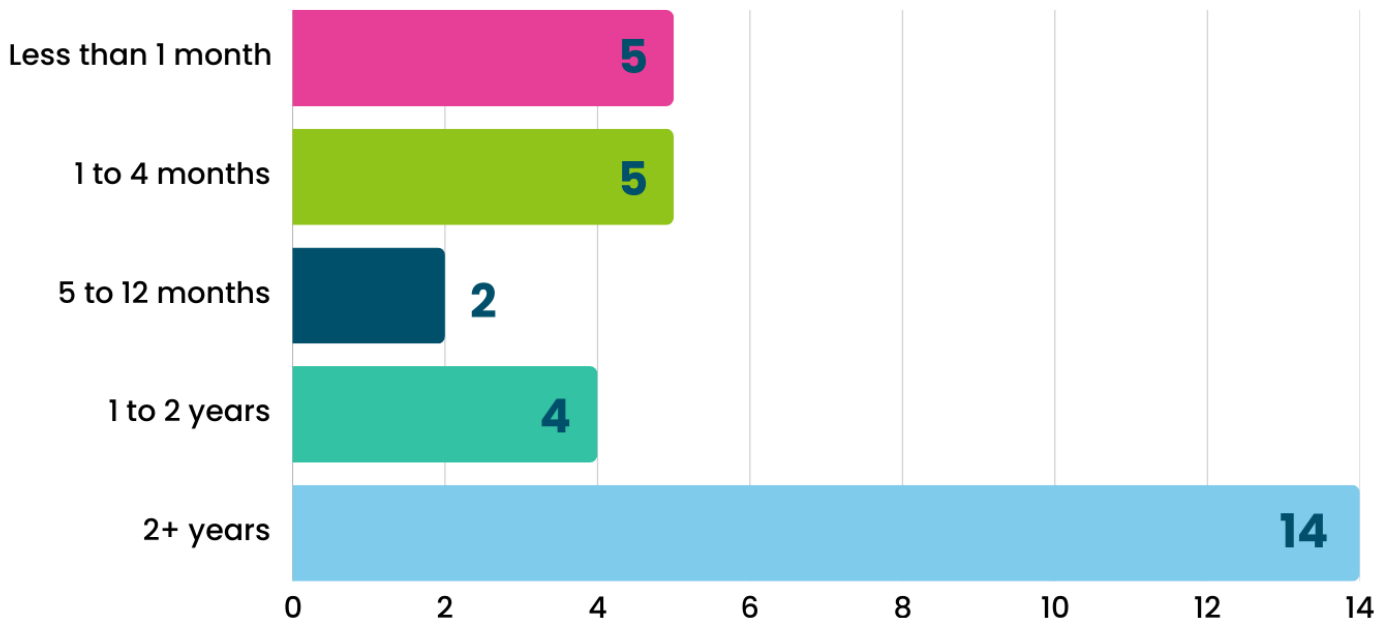
Following the move of the pharmacy to its new location in the KTC, we wanted to know if people had visited the pharmacy before today.

70 people answered this question:

- 27 people told us they had visited the pharmacy before today
- 43 people told us they had not visited the pharmacy before today.

We wanted to know how long people had been using the pharmacy.

30 people answered this question:



The pharmacy manager wanted to know if there was anything from the old pharmacy site that people would like to still be available at the new pharmacy site.

20 people answered this question:

- Six people selected 'Yes'
- 14 people selected 'No'.

14 people explained their answer.

Five people told us they think the new site is better, for example:



"Perfect here."

"It used to be a dreadful experience, this is better."



Three people told us 'No', there isn't anything from the old site that needs to be at the new site, for example:



"The pharmacy is the same but further away"

“Things are about the same. Although this location is ‘miles’ from the car parks I use when visiting the Breast Unit (car parks 6 & 7). The old location was closer.”

“Just the location much further to walk from the main hospital.”



One person said:

“Needs more seating here.”

One person said this is a better location [for the pharmacy]:



“This is a better location; however, this location is slower on a previous visit was waiting for up to two hours.”



One person told us that accessing the pharmacy from the original site near the main hospital entrance was better when dropping in:



“Parking/access was better. You could drop off in the lay-by and go in.”



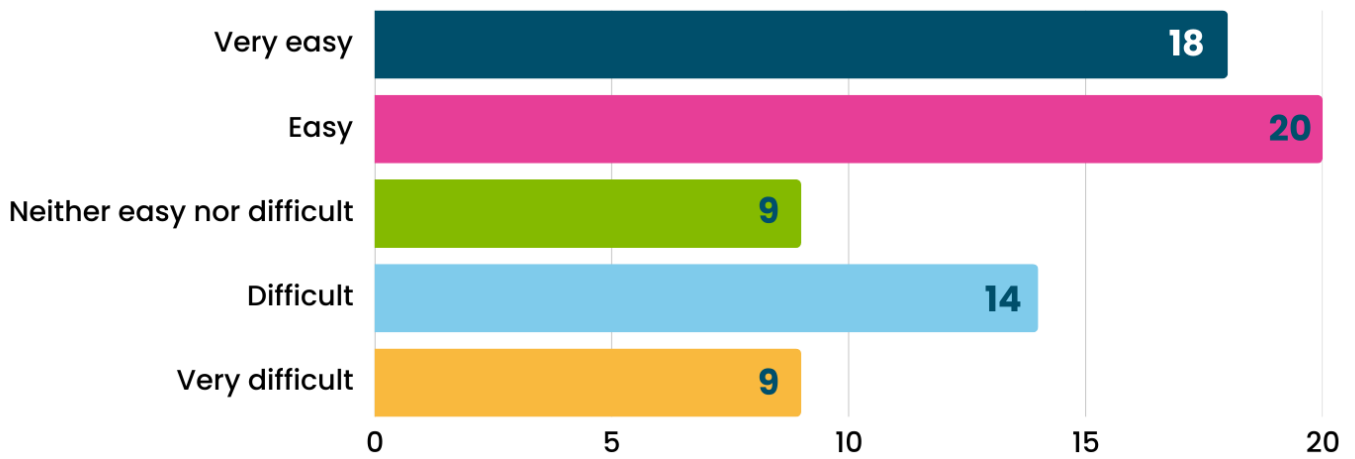
Recommendation 1:

- Review access for people who are visiting the pharmacy just to collect a prescription
- Increase communication to tell people where they can be dropped off.

How easy is it to find Pride Pharmacy?

With the move of the pharmacy from the main hospital entrance to the KTC, we wanted to know how easy it is to find the pharmacy.

70 people answered this question:



56 people provided feedback. Some responses included more than one experience.

The enter and view officer identified some key themes from this feedback. A lack of signage was a significant point raised. However, people’s experiences were influenced by:

- if they were familiar with the hospital,
- if they were given a map, and
- whether they asked hospital volunteers or other people in the hospital for directions.

16 people found the pharmacy easy to find. They had been to an appointment in the KTC and had no problems locating the pharmacy.

Six of the people who told us it was ‘Very easy’ or ‘Easy’ to find said they had taken directions or seen the pharmacy when passing:



“Did follow signs to the other pharmacy first, however, went to get coffee and found this pharmacy.”

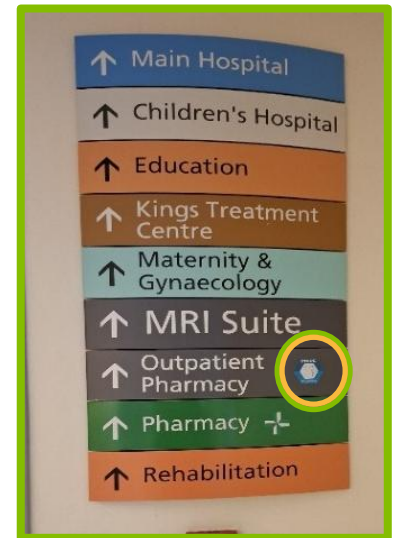


One person who told us it was easy to find the pharmacy said the signage was good.

Three ARs who came to the pharmacy from different parts of the hospital went to the wrong pharmacy. One needed to ask for directions.

Two of the ARs explained that they saw the green Pharmacy sign and not the Outpatient Pharmacy sign above it.

It can be seen on this image that a Pride Pharmacy sticker has been placed on the Outpatient Pharmacy sign. This didn't help the ARs to find the pharmacy. The sticker was also not on all outpatient signs.



Recommendation 2:

Review all pharmacy signage to ensure it is consistent and clearly identifies the two different pharmacies.

Be consistent about how Pride Pharmacy is referred to, for example:

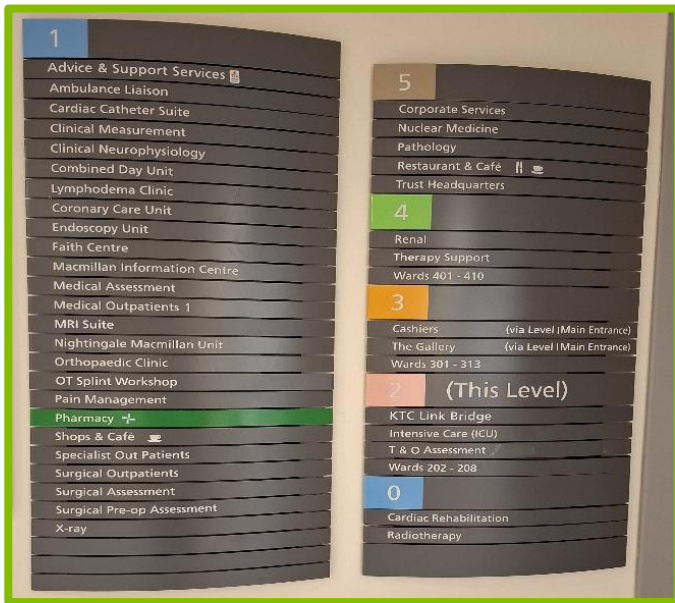
- Outpatient Pharmacy, or
- Pride Pharmacy (Outpatients)

An AR commented that there wasn't a pharmacy sign when coming out of the lift from the main hospital, they said:



"It took about 13 minutes to find the correct location. At several points directions seemed to disappear, it was only with the help of hospital staff that I ended up in the right location."





24 people suggested more signage was needed to help people find the pharmacy.

One person told us,

“I asked for directions as there is not a lot of signage.”

Another person said,

“I had to ask for directions; I couldn't see any signs ... from the main entrance it was difficult to find.”

It was noted by an AR that the green pharmacy sign was easier to see. This explained why one of the ARs went to the wrong pharmacy.

Throughout the hospital there are wayfinding signs. These provide directions to the two pharmacies. Some of the wayfinding signs don't mention Pride Pharmacy, it would be useful if they did.

Recommendation 3:

- Increase signage across the hospital to help people find Pride Pharmacy
- Review the wayfinding signs across the hospital. Ensure Pride Pharmacy is clearly included to help people find the pharmacy more easily
- Consider planning a hospital walk around. Include people with different needs to ensure the correct placement of signs throughout the hospital.

The pharmacy is set back off the main corridor within the KTC. It was suggested a clearer sign on the main corridor would be helpful for people to see where the pharmacy is.



A hospital volunteer who stands opposite the pharmacy told us:



"We are asked daily where the pharmacy is. People may get themselves to the Kings Treatment Centre or are in there for their appointment but don't know where the pharmacy is without support."



Recommendation 4:

Consider having a sign on the main corridor of the KTC, outside the pharmacy to make it clear where the pharmacy is.

An AR who went to the Trust pharmacy by mistake asked the staff how many people come to their pharmacy in error. They were informed:



"Lots of people come by mistake, but more since the move of the pharmacy."



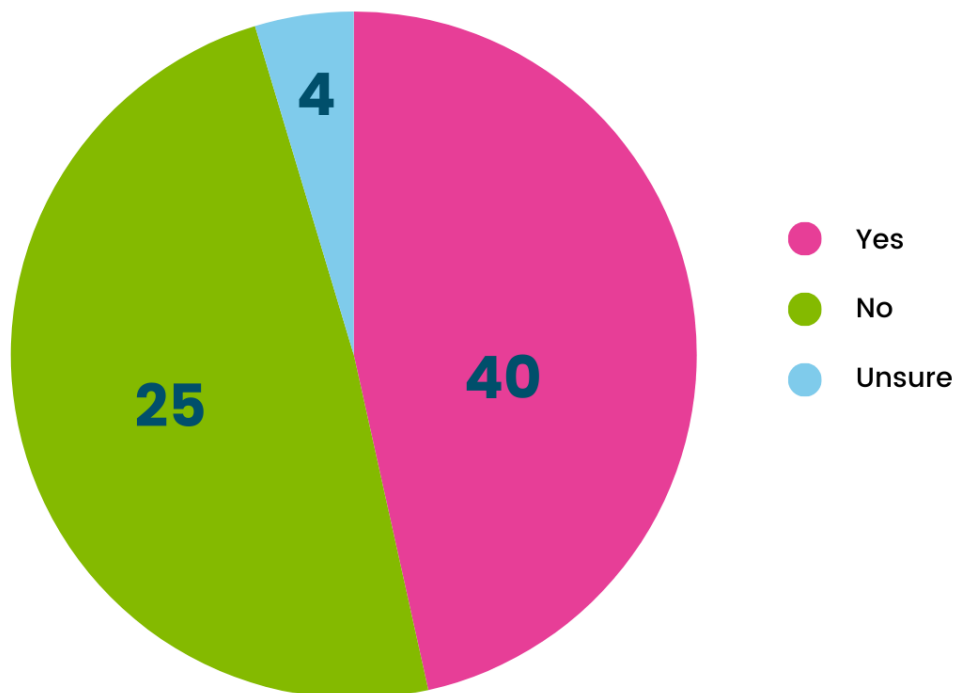
It was explained that patients often come in error to the Trust pharmacy. It was their view that clinicians haven't specified which pharmacy to go to.

Recommendation 5:

Consider that when giving a patient a prescription, the professional advises people which pharmacy they need to go to.

We asked people if there is anything that could improve their experience whilst waiting for their prescription.

69 people answered this question:



51 people provided feedback for their answer.

The following provides a summary of that feedback:

- A speaker system to tell people when their prescription is ready
- More seats
- Pharmacy staff having a speaker (intercom system) so all people can hear any staff questions when dropping off a prescription
- Reduced waiting times
- Screen information being clearer when telling people their prescription is ready.

Before the Enter and View visit took place, we were told that the queue to the pharmacy counter can be very long. The pharmacy manager and hospital volunteers

told us that the queue can go down the main corridor of the KTC. However, this was not observed to such an extent during the Enter and View visit.

A staff member on the day told the enter and view officer that it would help if there were:



“Two computers to check in patients.”



A person waiting told us:



“I would find it difficult standing and waiting in the queue if I were here on my own. I need my partner with me.”



Recommendation 6:

Consider reviewing if prescriptions could be processed quicker if there was another computer.

Some people were waiting a long time to collect their prescription and some suggested that being told how long the wait time was would be helpful.

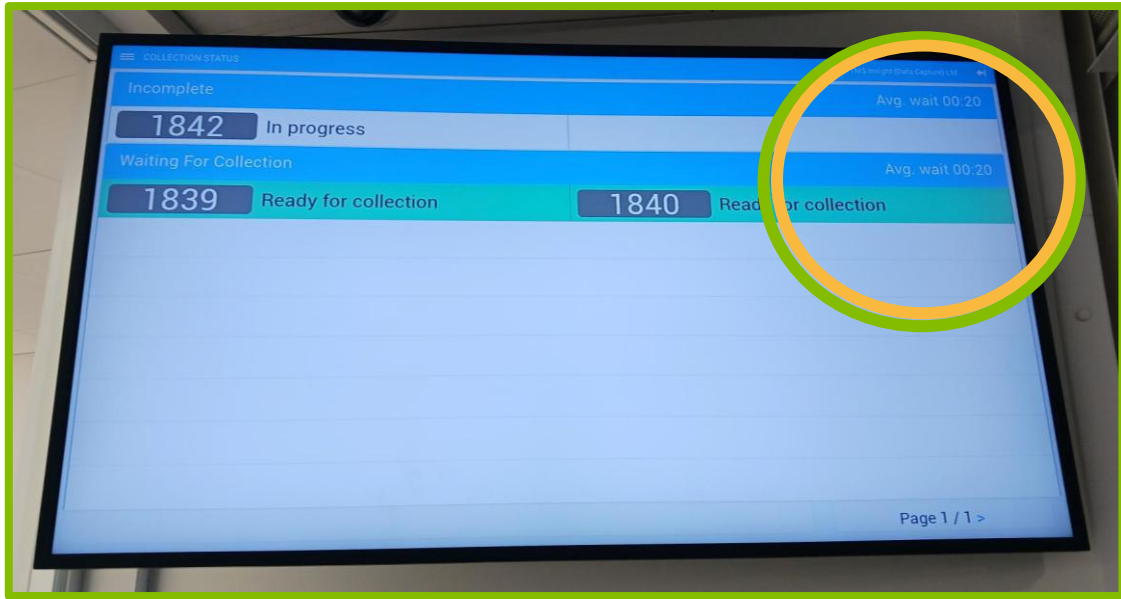
An AR was told by someone waiting that the waiting time on the screen did not reflect the actual waiting time. The real wait time was longer than the screen suggested.



“A better idea of waiting time when people are coming to pick me up.”

“Waiting times being told so people know what to expect.”





“It would be helpful if when you are served initially, they told us how long the wait is likely to be. Not just leave you to read it off a screen. If we had realised it was going to be so long, we would have gone away (with our child) and come back later. We’ve been waiting 20 minutes so far and expect to be waiting around 40 minutes.”



Recommendation 7:

- Ensure the waiting time information on the screen is updated regularly
- Consider staff also telling people what the expected waiting time is.

Some ARs observed the pharmacy when it was busy. It was difficult at times to hear the pharmacy staff over other noises.

The pharmacy is next to a busy cafe and off a main corridor in the KTC. There were times when people in the waiting area were talking or coughing. This noise affected some people hearing when their prescription was ready.



"Microphone for when prescription is ready."

"Hard to hear the pharmacists, so a microphone or speaker would be helpful."

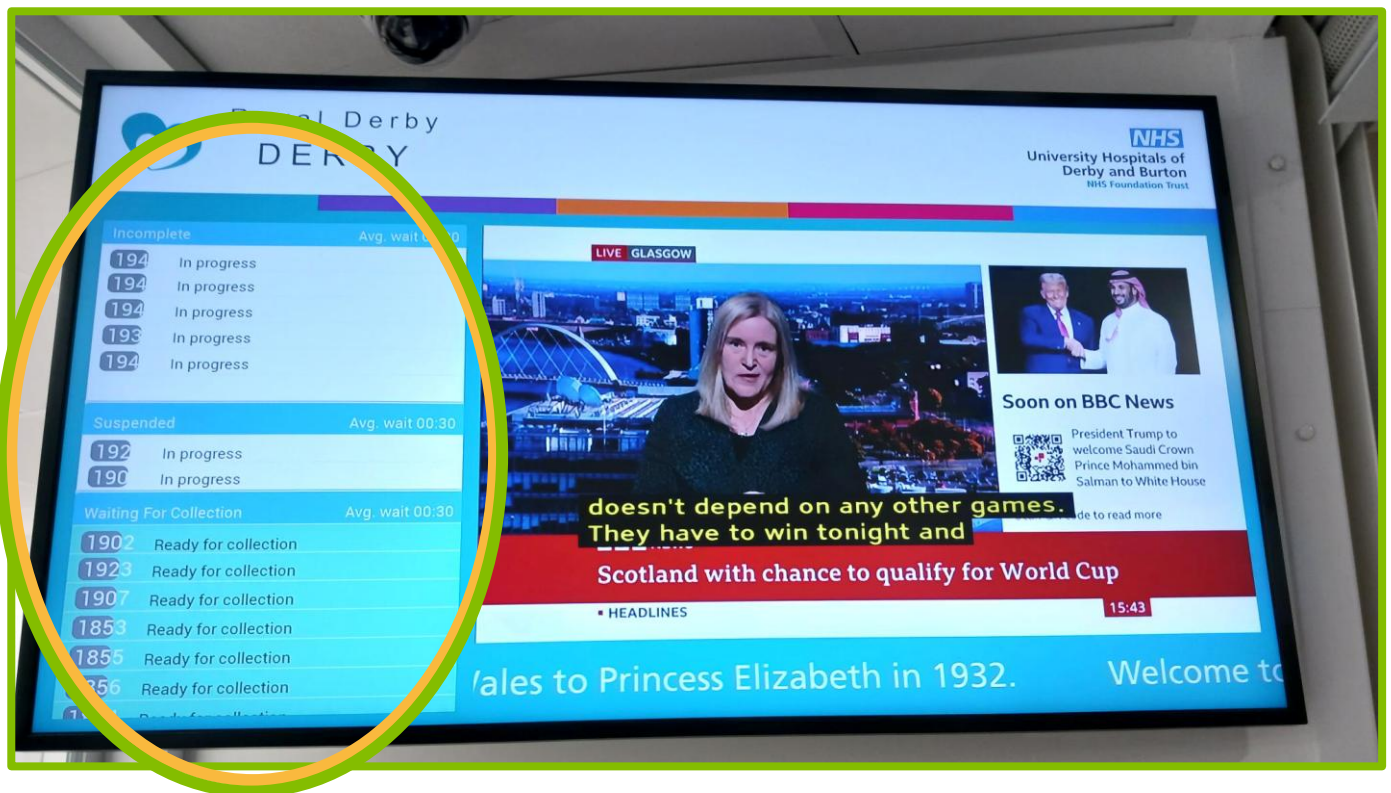
"Assurance of knowing someone will call me while I am waiting."



Recommendation 8:

Consider implementing a speaker (intercom system) for those in the waiting area to tell people when their prescription is ready.

The screen that tells people when their prescription is ready is also used to show the news.



Once someone has given their prescription into the pharmacy they are given a number. This number then shows on the screen.

The image above shows that it is difficult to see your number when the screen is showing the news at the same time.



"I got a number and eventually saw the screen that refreshed every so often. [I] couldn't see the screen very well at all, my number was called in the end."



"The screen is confusing, incomplete numbers sometimes."

Recommendation 9:

- Consider asking people if they find having the news on the screens helpful.

ARs commented that the screen can also be busy with information relating to prescriptions in progress, prescriptions ready for collection and prescriptions collected.

A member of staff explained that the screen information is only deleted at the end of the day.

The enter and view officer thought the collected prescription information:

- made the screen look busy, and
- is not relevant to those waiting for their prescription.

Recommendation 10:

- Consider using the screen for prescription collection information only
- Consider reviewing if collected prescriptions can be removed from the screen.

People also commented that the screen can be difficult to see. The screen sits at an angle that can only be seen when sitting or standing in certain places within the waiting area.



“The screen is in the wrong place for people to keep an eye on their number. I think they need a second screen, so everyone has easy access to the information.”



Recommendation 11:

- Consider tilting the screen further to allow more people in the waiting area to see the information provided, or
- Consider repositioning the screen to improve visibility to those in the waiting area.

Some people shared that they would like to have more seating available within the waiting area.

The ARs observed people sitting out in the corridor whilst waiting for their prescription due to no available chairs. Some other people sat in the cafe area.

The pharmacy provides 15 chairs in the waiting area.



Note: The photographs of the waiting area were taken at the start of the day, before the pharmacy was busy.



“More seats, I need space due to reduced immunity.”

“More chairs! I was waiting in the queue [to hand in my prescription] for quite a long time and it was a long time to stand. Then the chairs [in the waiting area] were also busy. It was the same in the old location.”



A staff member also commented to the enter and view officer that more seating is required.

Recommendation 12:

- Consider how to increase the seating available in the waiting area and for those queuing
- Consider priority seating for those with accessibility or clinical needs.

The accessibility audit volunteer and ARs noted that the front row of chairs move, so limited leg room becomes an issue as the day progresses.

The Healthwatch Derbyshire volunteer coordinator explained that the accessibility audit volunteer had found:

“The seats at the back were very close to the ones in front and were difficult to get into. It was difficult ... to get past people to get out when he sat at the back in the middle. People with mobility issues might have struggled to get into these seats.”



During this Enter and View visit, ARs didn't see any staff come into the waiting area to check the position of the chairs.

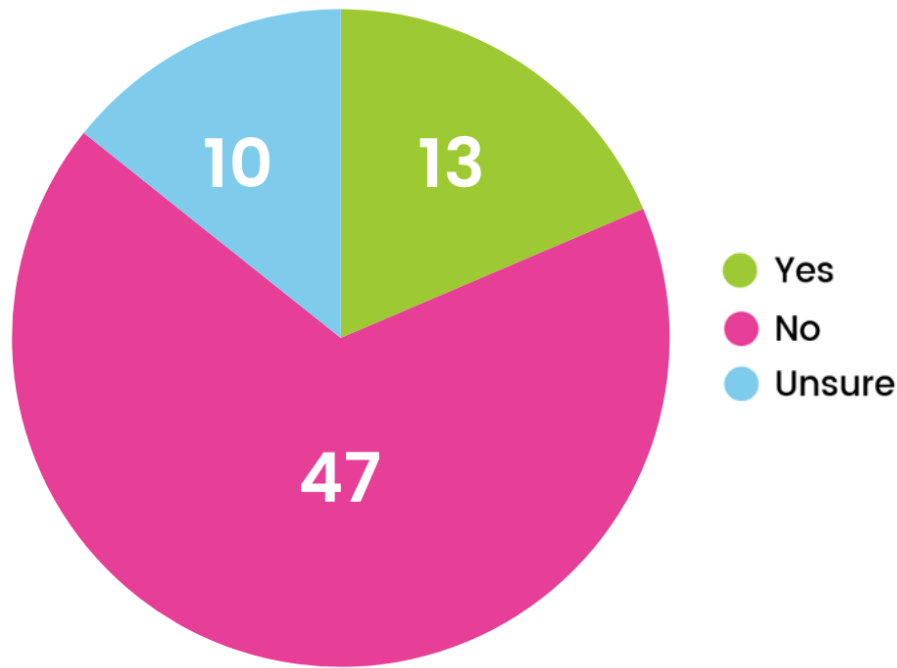
An AR did move the seating forwards on two occasions across the day to improve leg room for those sitting in the back row.

Recommendation 13:

Find ways to keep the front row of chairs in place so they do not move and block access to the seats behind.

Services provided by Pride Pharmacy

We asked if there are any services that people would like to see delivered by Pride Pharmacy that they don't currently offer. 70 people answered this question.



22 people explained their answer.

Some people said that they didn't want the pharmacy to offer other services:



"No, it would take more time for the prescriptions if staff did more things."

"They can't cope with demand now."



Recommendation 14:

Consider how to provide other services whilst not impacting on customer service.

However, some people missed the shop from the previous pharmacy site:



"It was useful being able to buy paracetamol, for example."

"It was useful to have a shop for general meds, tissues etc."



Some people who had only visited the pharmacy at the KTC thought a shop would be a good idea.

Recommendation 15:

Consider asking people what over the counter items they would like to be made available.

11 people told us that they would like their prescription sent to their local pharmacy or to their home.



"Increased offer of delivery of prescription. Is there a cost reduction getting people to come to the pharmacy?"

"I would like the prescription to go to local pharmacy. I have to get two buses to get here."

"Delivery of all my prescriptions. Some of my prescriptions are delivered. This prescription can't be delivered, I assume because it's a cream?"

"I would like them to deliver to my home. I get very tired after having two other appointments, I come every two months. Usually have to wait."



Recommendation 16:

Increase patients' understanding as to why some prescriptions must be collected from the hospital pharmacy.

Some people commented on the need for paper-based prescriptions only. ARs were aware that both electronic and paper prescriptions were being used.

One person told us:



"The system could be better. I would prefer to have a paper slip from the prescribing doctors. You get here [the pharmacy] and have to give them information such as your child's NHS number, which you don't know then other things like name and date of birth that they have to write down to find the prescription. It would be much easier and probably quicker to hand over the paper prescription."



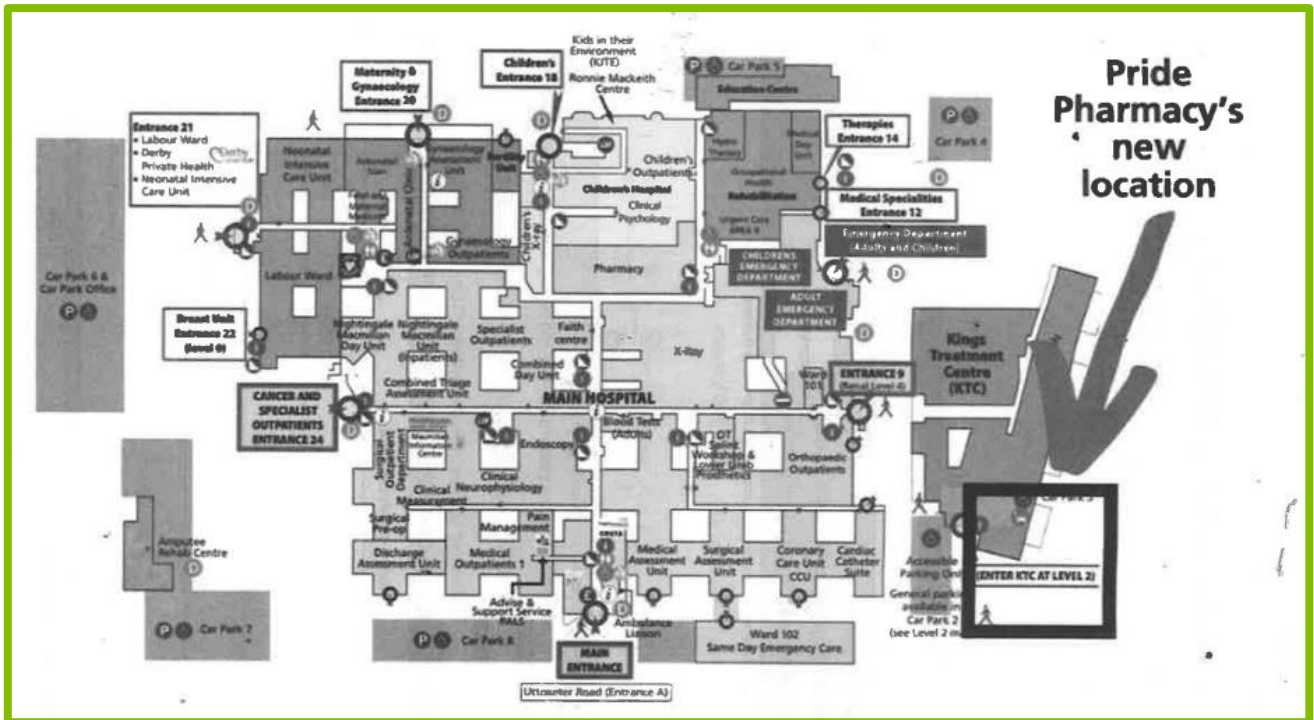
Another person found the system at the old pharmacy site better:



“The dropping off of prescriptions was better at the old site, we put them in a tray, there was less queuing.”



ARs also became aware that people given a paper prescription were provided with a map on the back of the prescription to find the new location of the pharmacy.



The enter and view officer was informed by the pharmacy manager that, “These maps are on all the handwritten prescriptions. They are not available to those whose prescription is electronically sent.”

One person spoke about improving the prescription collection:



“Be useful if [the prescription] could be sent across to Pride Pharmacy or to a local pharmacy. They don't process the prescription till you get here so I collect on behalf of my elderly mother as at times it is too much [for her].”



An AR spoke with a staff member who explained that people with electronic prescriptions are often told:



“Head to Kings Treatment Centre and the prescription will be ready for you.”



Recommendation 17:

- Review the difference in service from those receiving a paper-based prescription to those whose prescription is electronic
- Review how to reduce queuing times for those with either a paper or electronic prescription.

Is there anything else you would like to tell us?

Finally, we asked if there was anything else people would like to tell us about the pharmacy. We received 68 responses and 50 people explained their answer.

Several of the comments related to themes that have already been mentioned above. However, we received some new comments.

Of the four people who had travelled from Florence Nightingale Community Hospital, two people told us they would have preferred to collect their prescription from Florence Nightingale Community Hospital. This suggests that a pharmacy at this hospital would be beneficial.



“Have a pharmacy at Florence [Florence Nightingale Hospital]. Dermatology is at Florence, but I need to come to Royal Derby for my prescription.”



Recommendation 18:

Consider how to improve the availability of pharmacy services for those attending appointments at Florence Nightingale Community Hospital.

Pride Pharmacy is situated next to a cafe. Two people mentioned that the cafe is very expensive.



“The service has improved greatly since moving. Calmer and seems more efficient. Not waiting as long for prescription. Having a cafe nearby is nice, but too expensive for me.”



An AR had noticed that there was a vending machine in the corridor. This may not be seen by people who have not had their appointment within the KTC.

Recommendation 19:

Consider options to improve access to the vending machine:

- Provide signage to inform people of the vending machine, or
- Move or add a vending machine so it is more accessible to those in the pharmacy.

The enter and view officer spoke to the hospital volunteers based opposite the pharmacy entrance. They said that the pharmacy has increased the number of people coming to the KTC and the hospital has not provided services to meet this demand such as:

- A shop – people are directed back to the main hospital to buy a paper from the shop there
- A cash machine for those needing money for a taxi
- Security, which is available at the main entrance to the hospital.

Recommendation 20:

Review the number of people coming to the KTC to consider if increased services are needed.

The hospital volunteers also explained that they frequently use the tandem buggy (the patient transport service offered by volunteers) to collect people from the old pharmacy site.

A hospital volunteer explained that not all volunteers are able to drive the tandem buggy and therefore some people can be waiting 20 minutes for a volunteer driver to arrive at the old pharmacy site.

Recommendation 21:

Consider speaking to the hospital volunteers to hear what they are seeing and hearing from people using the pharmacy.

The ARs saw that the cafe closes at 5.00 pm yet the pharmacy is open until 7.00 pm. There isn't water available for those accessing the pharmacy after 5.00 pm.

Recommendation 22:

Consider providing access to drinking water for those in the waiting area.

Three toilets are available to people in the pharmacy. This includes an accessible toilet and two general toilets. These are visible to those in the waiting area.

The enter and view officer used the accessible toilet in the morning because the general toilets were not clean or hygienic. The accessible toilet was visibly cleaner but smelt strongly of urine.

The enter and view officer asked staff about the toilets. Staff explained that they don't use the toilets near the pharmacy because they are in poor condition. They advised the enter and view officer to use the toilets in the urology department, as this is where staff choose to go.

A cleaner was seen once during the Enter and View visit.



Recommendation 23:

Discuss the need for increased cleaning of the toilets with hospital services to ensure regular cleaning throughout the day.

When people arrive at the pharmacy there is a rope barrier to show people where to queue. A laminated 'please queue here' sign was blue tacked on to one of the posts. As the day progressed ARs observed the sign slip sideways and became difficult to see. See image below.



Recommendation 24:

Review how to make 'please queue here' sign permanently visible for people queuing.

We asked people if there was anything else they would like to tell us about Pride Pharmacy.

Several people told us that the pharmacy staff are helpful.



“Staff are generally helpful and pleasant.”

“They work hard and are so polite.”

“Friendly staff, much better than previous pharmacy, seen quickly.”



Pharmacy staff supported the Enter and View visit throughout the day. Staff were approachable and friendly. They were willing to answer questions to explain processes and suggest how services could improve.

Recommendation 25:

Let the pharmacy team know how appreciated they are by people using the pharmacy.

The website

The enter and view officer, Healthwatch Derbyshire volunteers, the volunteer coordinator, and ARs looked at the hospital’s website. Overall, it was easy to find the pharmacy website by doing a Google search for Pride Pharmacy. When searching on the hospital’s website it wasn’t as clear, but not difficult.

Healthwatch Derbyshire volunteers thought it was easy to find a contact number and thought the patient helpline number was a useful addition.

The Healthwatch Derbyshire volunteers and ARs provided feedback which may improve access when using the website.

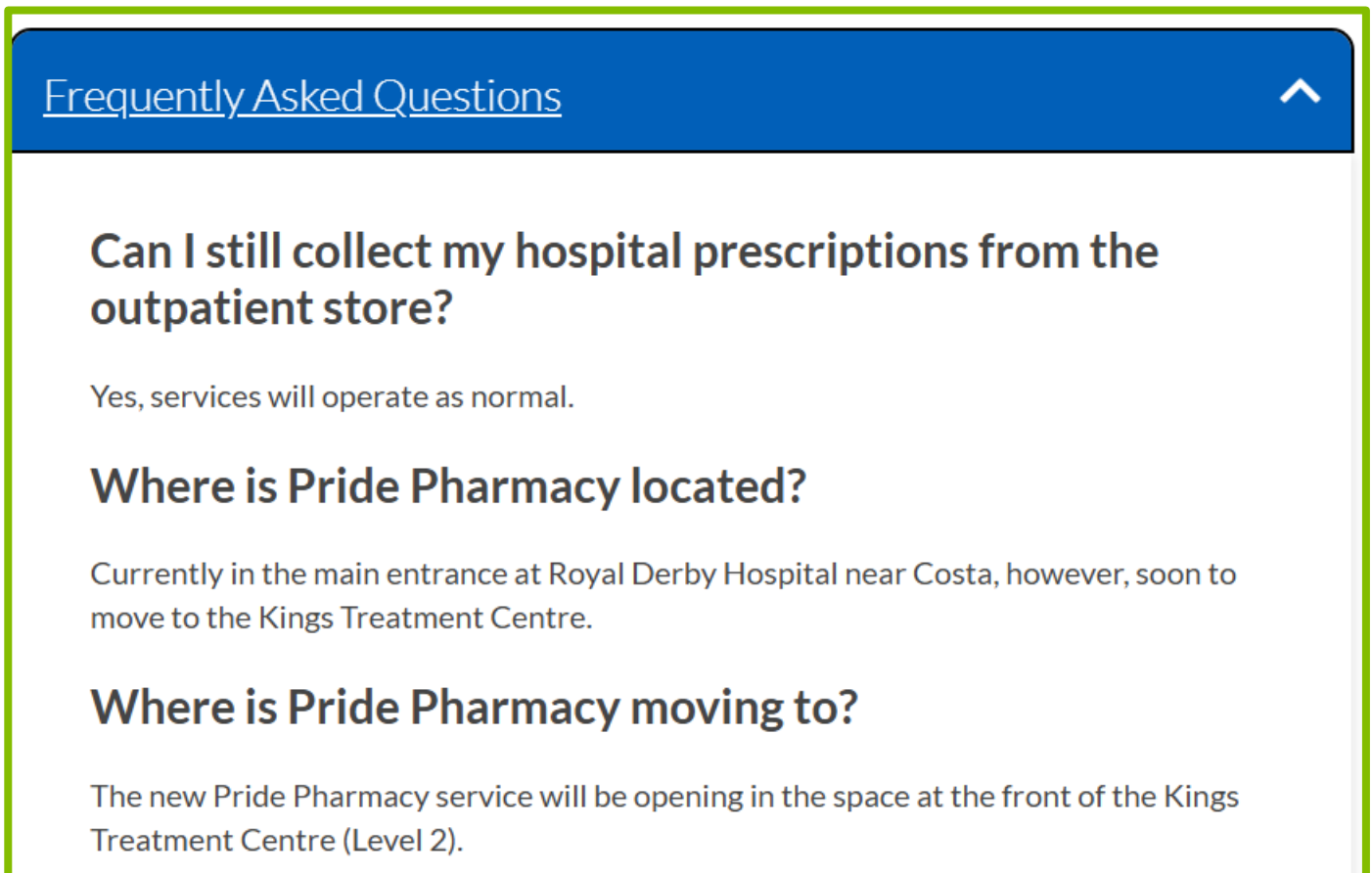
The NHS readability tool was used to check if health literacy was being applied. Health literacy recommends written work to be aimed at the reading age of nine to 11 years.


The enter and view officer selected a couple of sections from the pharmacy’s page. These were on average written for a reading age of between 13 and 16 years.

Recommendation 26:

Increase accessibility of the website by reviewing language through the NHS Medical Document Readability Tool website: [NHS Document Readability Tool](#).

The website refers to the relocation of the pharmacy. However, the Frequently Asked Questions option still refers to the pharmacy being located 'in the main entrance at Royal Derby Hospital ...'



Frequently Asked Questions 

Can I still collect my hospital prescriptions from the outpatient store?

Yes, services will operate as normal.

Where is Pride Pharmacy located?

Currently in the main entrance at Royal Derby Hospital near Costa, however, soon to move to the Kings Treatment Centre.

Where is Pride Pharmacy moving to?

The new Pride Pharmacy service will be opening in the space at the front of the Kings Treatment Centre (Level 2).

Recommendation 27:

Update the website show where the pharmacy is now located.

The website provides links to help people find the pharmacy.

How do I get to the new Pride Pharmacy site?

The new Pride Pharmacy service will be opening in the space currently occupied by the Amigos coffee shop at the front of the Kings Treatment Centre (Level 2).

The nearest entrance to the new location will be **Entrance 6**.

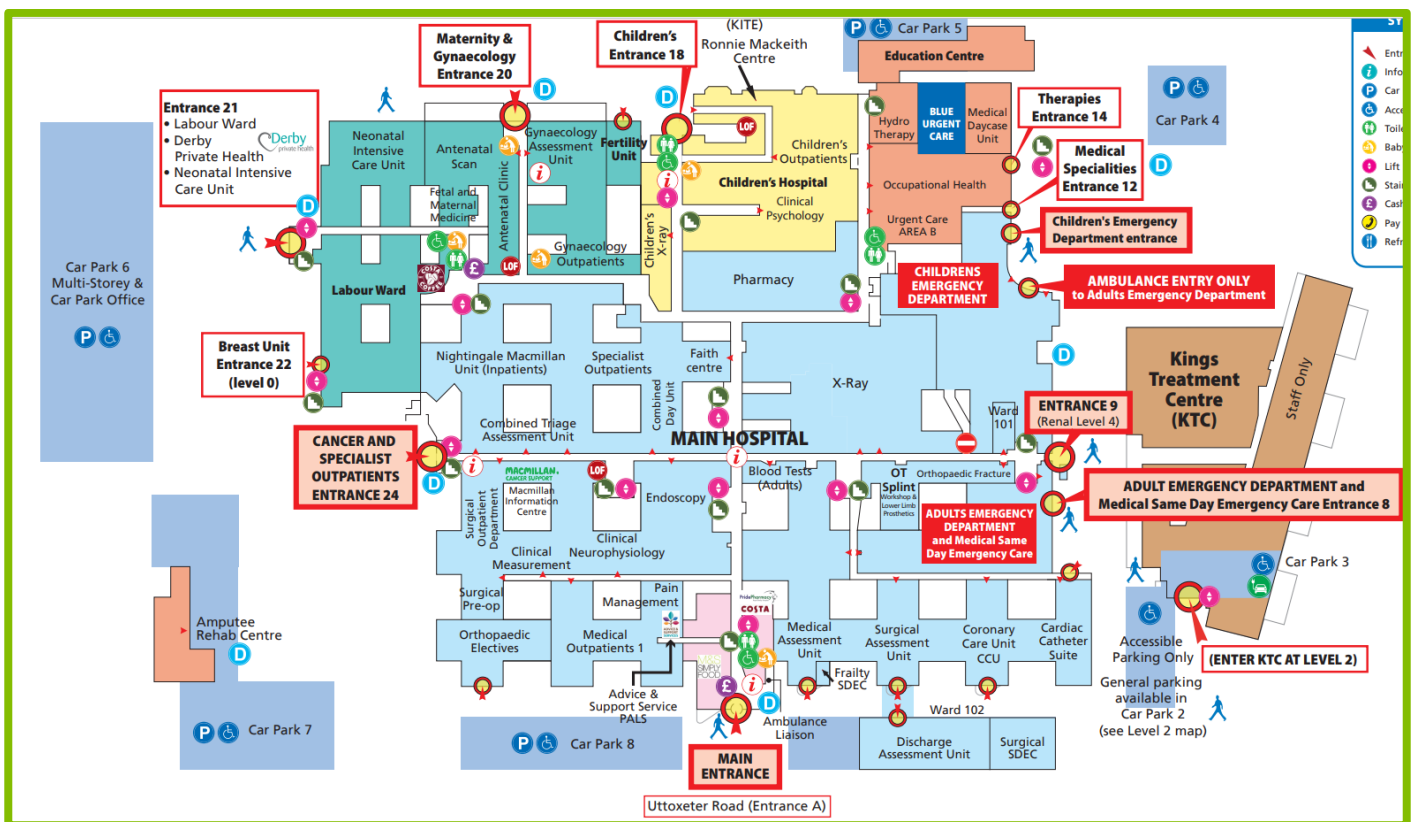
[You can download maps of Royal Derby Hospital, including of Kings Treatment Centre, here >](#)

The above link takes users to the following:

Download Map

- [Download map of all floor levels at Royal Derby Hospital \[pdf\] 3MB \(opens in new window\) >](#)
- [Download map of car parking available at Royal Derby Hospital \[pdf\] 2MB \(opens in new window\) >](#)

When selecting the first option the map shows the following:



Only one pharmacy is present on the map. There is no pharmacy green cross on the key.

Recommendation 28:

Update the map to show where both pharmacies are located.

Pride Pharmacy at Royal Derby Hospital

Location

Level 1 Pride Pharmacy (near the main entrance)
Royal Derby Hospital
Uttoxeter Road
Derby
DE22 3NE

Email: uhdb.CustomerServicePP@nhs.net
Telephone: [01332 788921](tel:01332788921)

Opening times

Monday to Friday: 8am - 7pm
Saturday: 8am - 2pm

The main page for the pharmacy informs visitors to the site where each of the pharmacies are located. This currently gives the address for the old location of Pride Pharmacy.

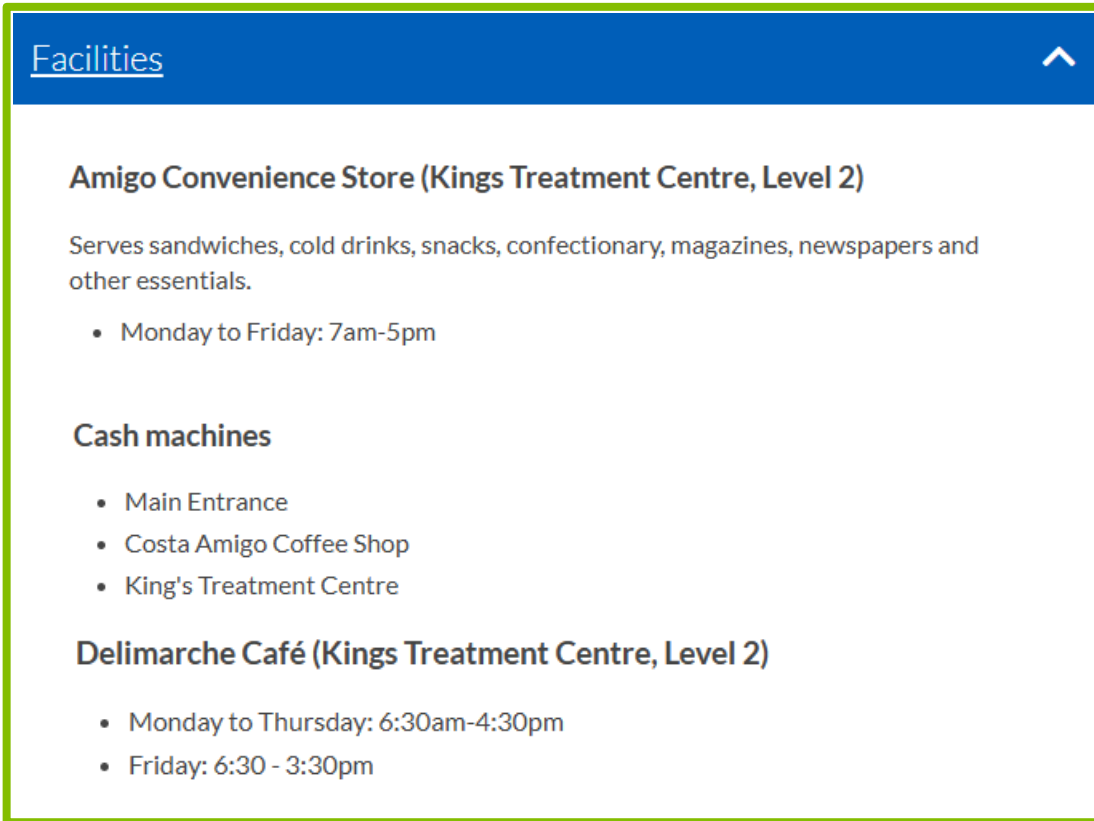
Recommendation 29:

Update the location information.

The 'About Royal Derby Hospital' page provides information about the facilities available to people accessing the hospital.

This includes information about a cafe, convenience store and cash machine found on level two at the KTC, the same floor as the pharmacy.

This information appears to be out of date.



Recommendation 30:

Request that the information relating to facilities is updated to reflect current amenities and opening times.

We asked the Healthwatch Derbyshire volunteers what would make the website easier to use. One volunteer suggested having photos of the new pharmacy as well as the entrance and immediate surroundings. They thought this would be beneficial for first time visitors.

Recommendation 31:

Consider adding photos to provide a visual aid for those coming to the pharmacy for the first time.

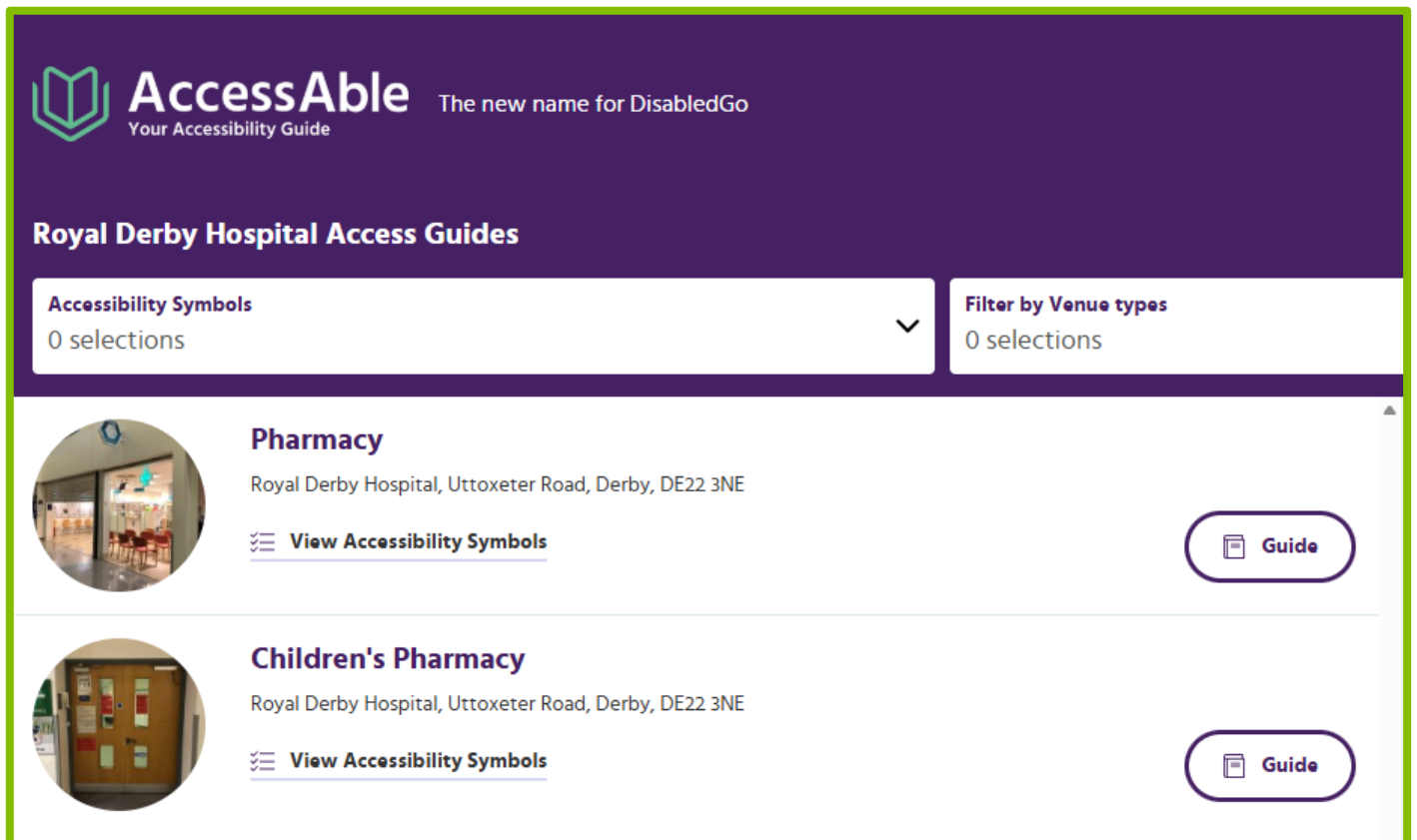
Another volunteer thought some step-by-step instructions on how to find the pharmacy would be beneficial.

The enter and view officer did find the hospital's 'Accessibility and Access to Services' page. However, when using the 'I'm looking for ...' search, Pride Pharmacy gets a 'sorry

no results matched your search' response. When searching pharmacy this brought up two results:

The AccessAble image below shows the result.

- Pharmacy is for the old location of the Pride Pharmacy. The images to support finding the pharmacy are not up to date
- The second is for the Trust pharmacy referred to as the Children's Pharmacy. The images are up to date but there is no children's pharmacy referred to on the website.



Recommendation 32:

- Contact AccessAble to inform about the pharmacy relocation
- Ensure the correct the title is used for each pharmacy being referred to.

Locating building and signage

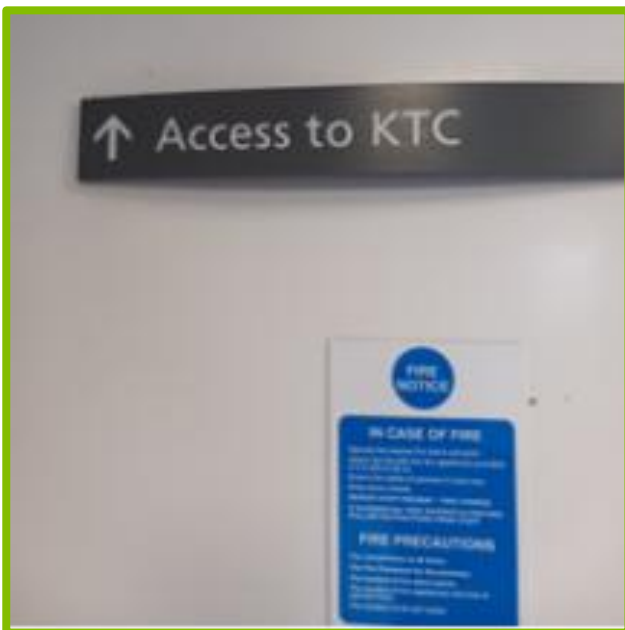
The accessibility audit volunteer and volunteer coordinator noted that there were no signs outside the main entrance to the KTC to tell people it is the KTC.



As they approached the revolving doors, they noticed there are signs etched onto the doors. They thought these weren't prominent enough to inform people they are at the KTC.

Recommendation 33:

- Consider requesting more visible signage for the KTC
- Add a pharmacy sign at the entrance to the KTC to aid those coming to the pharmacy for the first time.



The accessibility audit volunteer and volunteer coordinator were directed to the KTC from the hospital's main entrance by a hospital volunteer. They were told to take the shortest route back through the main entrance.

The Kings Treatment Centre is signposted using the acronym KTC. The accessibility audit volunteer did not realise that KTC meant Kings Treatment Centre and then became unclear where he was to go.

Recommendation 34:

- Change the sign using the abbreviation to show - Kings Treatment Centre (KTC)
- Use the same sign throughout the hospital.

Feedback from the accessibility audit highlighted the need for more signage when taking the outside route from the main hospital's front entrance to the KTC.

Recommendation 35:

Add a sign for the Kings Treatment Centre (KTC) at the A&E junction.

Conclusion

There was mixed feedback about Pride Pharmacy. The areas for improvement that most people commented on was the lack of signage, waiting times and uncertainty of knowing when their prescription is ready.

People's experiences would be improved with better signage. Finding the pharmacy would be made easier with more signage and making the Pride Pharmacy signs clearer to prevent people going to the wrong pharmacy.

Some people thought the dropping off and collection of prescriptions could be better. A speaker (intercom system) was suggested by some people. They felt this would help them hear pharmacy staff when dropping off or collecting their prescription.

There are some improvements that could be made to the website to make it easier to use.

Some people said they were happy with the service and relocation of the pharmacy. The pharmacy is an important and busy service within the hospital; the recommendations will support the continued development at its new site.

What should happen next?

The information in this report is intended to support Pride Pharmacy in reaching its goal of improving the patient and carer experience.

In line with Healthwatch Enter and View requirements, Healthwatch Derbyshire expects to receive acknowledgement from the pharmacy regarding this report and its

recommendations. A response should be received within 20 working days of receipt. If needed, an action plan should be developed within 30 working days. Responses to our recommendations from the pharmacy are below.

What has happened so far?

| | Recommendations for improvement: | Provider response: |
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| 1 | <ul style="list-style-type: none"> Review access for people who are visiting the pharmacy just to collect a prescription. Increase communication to tell people where they can be dropped off. | <p>Website information is under review to support access information with UHDB.</p> <p>FAQs and main page to be updated.</p> |
| 2 | <p>Review all pharmacy signage to ensure it is consistent and clearly identifies the two different pharmacies.</p> <p>Be consistent about how Pride Pharmacy is referred to, for example:</p> <ul style="list-style-type: none"> Outpatient Pharmacy, or Pride Pharmacy (Outpatients) | <p>This has been raised with the Trust. The Trust policy is not to signpost individual areas within the KTC from the main RDH site. The Pride Logo to the KTC and communications have been updated. UHDB's wayfinding strategy dictates that patients should be directed to the KTC block and then will pick up the signage locally.</p> <p>To assist patients further Pride Pharmacy logo stickers have been added to the KTC signs.</p> |

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|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>3</p> | <ul style="list-style-type: none"> • Increase signage across the hospital to help people find Pride Pharmacy. • Review the wayfinding signs across the hospital. Ensure Pride Pharmacy is clearly included to help people find the pharmacy more easily. • Consider planning a hospital walk around. Include people with different needs to ensure the correct placement of signs throughout the hospital. | <p>These have been raised with the Trust. The Trust policy is not to signpost individual areas within the KTC from the main RDH site. The Pride Logo to the KTC and communications have been updated. UHDB's wayfinding strategy dictates that patients should be directed to the KTC block and then will pick up the signage locally.</p> <p>To assist patients further Pride Pharmacy logo stickers have been added to the KTC signs.</p> <p>Pride Pharmacy will raise this recommendation with the EDI team at UHDB.</p> |
| <p>4</p> | <p>Consider having a sign on the main corridor of the KTC, outside the pharmacy to make it clear where the pharmacy is.</p> | <p>Pride Pharmacy will review this.</p> |
| <p>5</p> | <p>Consider that when giving a patient a prescription, the professional advises people which pharmacy they need to go to.</p> | <p>Communications have been sent to clinics, and the website has been updated.</p> <p>Different colour prescriptions used to distinguish between UHDB and Pride.</p> |
| <p>6</p> | <p>Consider reviewing if prescriptions could be processed more quickly if there was another computer.</p> | <p>Pride Pharmacy has added an additional computer to the dispensary.</p> |
| <p>7</p> | <ul style="list-style-type: none"> • Ensure the waiting time information on the screen is updated regularly. | <p>Pride Pharmacy has confirmed that the patient tracking system is working as it should with average times.</p> |

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| | <ul style="list-style-type: none"> Consider staff also telling people what the expected waiting time is. | Staff have been trained to update patients accurately over and above the details on the screen. |
| 8 | Consider implementing a speaker (intercom system) for those in the waiting area to inform people when their prescription is ready. | This is being investigated by Pride |
| 9 | Consider asking people if they find having the news on the screens helpful. | This has been raised with UHDB. |
| 10 | <ul style="list-style-type: none"> Consider using the screen for prescription collection information only. Consider reviewing if collected prescriptions can be removed from the screen. | <p>This has been raised with UHDB.</p> <p>Pride will review the screen display and system limitations.</p> |
| 11 | <ul style="list-style-type: none"> Consider tilting the screen further to allow more people in the waiting area to see the information provided, or Consider repositioning the screen to improve visibility to those in the waiting area. | Pride will explore this option with the screen fittings. |
| 12 | <ul style="list-style-type: none"> Consider how to increase the seating available in the waiting area and for those queuing. Consider priority seating for those with accessibility or clinical needs. | <p>Seating numbers have been increased and reviewed with Pride and UHDB H&S teams.</p> <p>Pride will review this with the space available.</p> |

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| 13 | Find ways to keep the front row of chairs in place so they do not move and block access to the seats behind. | Unfortunately, these cannot be fitted to the floor. However, the chairs are grouped to make them more difficult to move. |
| 14 | Consider how to provide other services whilst not impacting on customer service. | Pride Pharmacy will review this in line with prioritising the core service. |
| 15 | Consider asking people what over the counter items they would like to be made available. | Pride Pharmacy will review this. |
| 16 | Increase patients' understanding as to why some prescriptions must be collected from the hospital pharmacy. | Pride will ask UHDB to support with communications here. |
| 17 | <ul style="list-style-type: none"> • Review the difference in service from those receiving a paper-based prescription to those whose prescription is electronic • Review how to reduce queuing times for those with either a paper or electronic prescription. | <p>Pride Pharmacy will review this.</p> <p>Pride Pharmacy will review this.</p> |
| 18 | Consider how to improve the availability of pharmacy services for those attending appointments at Florence Nightingale Community Hospital. | Pride Pharmacy will raise this recommendation with the UHDB. |
| 19 | Consider options to improve access to the vending machine: | |

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| | <ul style="list-style-type: none"> • Provide signage to inform people of the vending machine, or • Move or add a vending machine so it is more accessible to those in the pharmacy. | <p>Pride Pharmacy will raise this recommendation with the UHDB.</p> <p>Pride Pharmacy will raise this recommendation with the UHDB.</p> |
| 20 | Review the number of people coming to the KTC to consider if increased services are needed. | Pride Pharmacy will raise this recommendation with the UHDB. |
| 21 | Consider speaking to the hospital volunteers to hear what they are seeing and hearing from people using the pharmacy. | Pride will ask UHDB for this feedback |
| 22 | Consider providing access to drinking water for those in the waiting area. | Pride Pharmacy will review this. |
| 23 | Discuss the need for increased cleaning of the toilets with hospital services to ensure regular cleaning across the day. | UHDB has raised this with their facilities team. |
| 24 | Review how to make 'please queue here' sign permanently visible for people queuing. | This has been raised with Pride's H&S manager for an appropriate solution. |
| 25 | Let the pharmacy team know how appreciated they are by people using the pharmacy. | This has been fed back to the team - thank you. |
| 26 | Increase accessibility of the website by reviewing language through the NHS Medical Document Readability | Pride Pharmacy will raise this recommendation with the UHDB. |

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| | Tool website: NHS Document Readability Tool . | |
| 27 | Update the website to show people where the pharmacy is now located. | Pride Pharmacy will raise this recommendation with the UHDB. |
| 28 | Update the map to show where both pharmacies are located. | Pride Pharmacy will raise this recommendation with the UHDB. |
| 29 | Update the location information. | Pride Pharmacy will raise this recommendation with the UHDB. |
| 30 | Request that the information relating to facilities is updated to reflect current amenities and opening times. | Pride Pharmacy will raise this recommendation with the UHDB. |
| 31 | Consider adding photos to provide a visual aid for those coming to the pharmacy for the first time. | Pride Pharmacy will raise this recommendation with the UHDB. |
| 32 | <ul style="list-style-type: none"> • Contact AccessAble to inform about the pharmacy relocation. • Ensure the correct the title is used for each pharmacy being referred to. | <p>Pride Pharmacy will raise this recommendation with the UHDB.</p> <p>Pride Pharmacy will raise this recommendation with the UHDB.</p> |
| 33 | <ul style="list-style-type: none"> • Consider requesting more visible signage for the KTC • Add a pharmacy sign at the entrance to the KTC to aid those coming to the pharmacy for the first time. | This has been raised with the Trust. The Trust policy is not to signpost individual areas within the KTC from the main RDH site. The Pride Logo to the KTC and communications have been updated. UHDB's wayfinding strategy dictates that patients should be directed to the KTC block and then will pick up the signage locally. |

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| | | To assist patients further Pride Pharmacy logo stickers have been added to the KTC signs. |
| 34 | <ul style="list-style-type: none"> • Change the sign using the abbreviation to show - Kings Treatment Centre (KTC) • Use the same sign throughout the hospital. | <p>This has been raised with the Trust. The Trust policy is not to signpost individual areas within the KTC from the main RDH site. The Pride Logo to the KTC and communications have been updated. UHDB's wayfinding strategy dictates that patients should be directed to the KTC block and then will pick up the signage locally.</p> <p>To assist patients further Pride Pharmacy logo stickers have been added to the KTC signs.</p> |
| 35 | Add a sign for the Kings Treatment Centre (KTC) at the A&E junction. | <p>This has been raised with the Trust. The Trust policy is not to signpost individual areas within the KTC from the main RDH site. The Pride Logo to the KTC and communications have been updated. UHDB's wayfinding strategy dictates that patients should be directed to the KTC block and then will pick up the signage locally.</p> <p>To assist patients further Pride Pharmacy logo stickers have been added to the KTC signs.</p> |

Thank you & Disclaimer

Thank you

We would like to thank the staff of Pride Pharmacy for their support in setting up this Enter and View visit. We would also like to say thank you to the pharmacy manager and wider team who made us feel welcome.

A special thank you is also extended to the people who agreed to speak with us during our visit and therefore contributed to this report.

Disclaimer

This report relates to findings gathered when visiting Pride Pharmacy on the 18 November 2025. It provides an account of what was observed by our enter and view officer, ARs, volunteer coordinator, and the feedback we gathered at the time of the visit. It also provides an account of our volunteers' experience of the website.

Enter and View visits are not inspections but are an opportunity for people to share their views on their care. It is not the role of Healthwatch Derbyshire to see evidence of policies, procedures, care plans, or any other written evidence.

healthwatch

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