

# Stakeholder Survey

## WHY IS A STAKEHOLDER SURVEY IMPORTANT?

Each year we send out a stakeholder survey inviting the people we work with across Swindon, such as commissioners, volunteers and other third sector organisations, to take part and give feedback on how well we are delivering the Healthwatch contract. We ask questions ranging from “*How did you hear about us?*” to “*How easy is it to find information on our website*” and “*Is Healthwatch independent?*”. We asked 21 questions in total, all of which can be viewed [here](#).

The survey is a good opportunity for us to celebrate what we are doing well and, more importantly, take on board issues that have been raised from the feedback we have received and look at how we can improve on these areas for future delivery of the contract.

### Key findings\*

- The feedback we received about our communications, engagement and publicity, actively encouraging people to feedback about local services, being inclusive and communicating our purpose, was positive. The sentiment in response to a set of six statements in questions three and four were of an overwhelmingly positive nature, indicating that we are effectively communicating our objectives.
- There was a mix of sentiments around our website, with one person saying they ‘disagreed’ that our purpose and what services we provide are clear from the website and two people out of ten saying they ‘disagreed’ that it was easy to use and that they could find the information they were looking for. Four people responded that they ‘don’t know’ to all four of the statements - it’s also worth noting that three respondents told us they do not use the website. The remainder were a mix of positive experiences and stated they ‘strongly agreed’ or ‘agreed’ with the statements.
- When responding to the section about our impact, one person ‘disagreed’ with the statement that ‘Healthwatch Swindon is independent’. This respondent went on to disagree that we ‘make a valuable contribution to ensuring that health and social care services meet the needs of local people’ and that we have ‘influenced the development of local health and social care services’. This stakeholder felt we could have done more to support patients affected by the issues with IMH. Two people said ‘don’t know’ to the latter statements. However, seven either ‘strongly agreed’ or ‘agreed’ with all three statements, which is testament to the work that Healthwatch does to ensure it provides an independent voice to local people and that it holds services to account.
- One respondent had referred some of their service users on to our NHS Complaints Advocacy Service but had heard from them that they struggled to access it and to distinguish it from

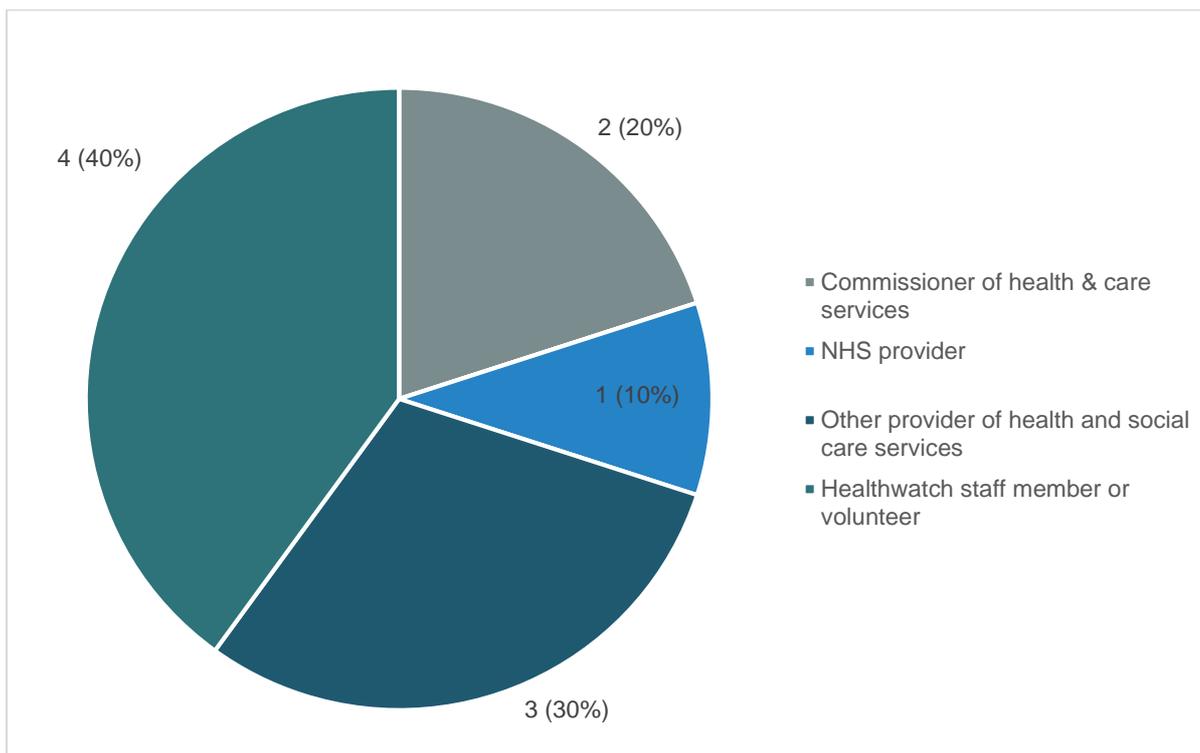
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Patient Advice and Liaison Service (PALS) at the hospital. Nevertheless, they ‘strongly agreed’ that they ‘would encourage other people to share their feedback with Healthwatch Swindon’

- Four stakeholders stated they were either a ‘provider of health and social care services’ (3) or ‘NHS provider’ (1) and said they had received feedback from us about their services, were given a chance to respond to this, had received evidence-based recommendations from us and had a strong working relationship with us. The sentiment across all four statements from each of these stakeholders was very positive.
- When asked what issues around health and social care stakeholders would like us to work on in the future we had four suggestions: the impact that social media has on services and, care services and access to them, organisation and improvement of PPG participation and GP appointment delays.

\*For the purpose of this report we given an overview of the findings for a more detailed breakdown of the feedback we received see tables in Appendix 1 (pages 8 - 14)

## Who took part in the survey?



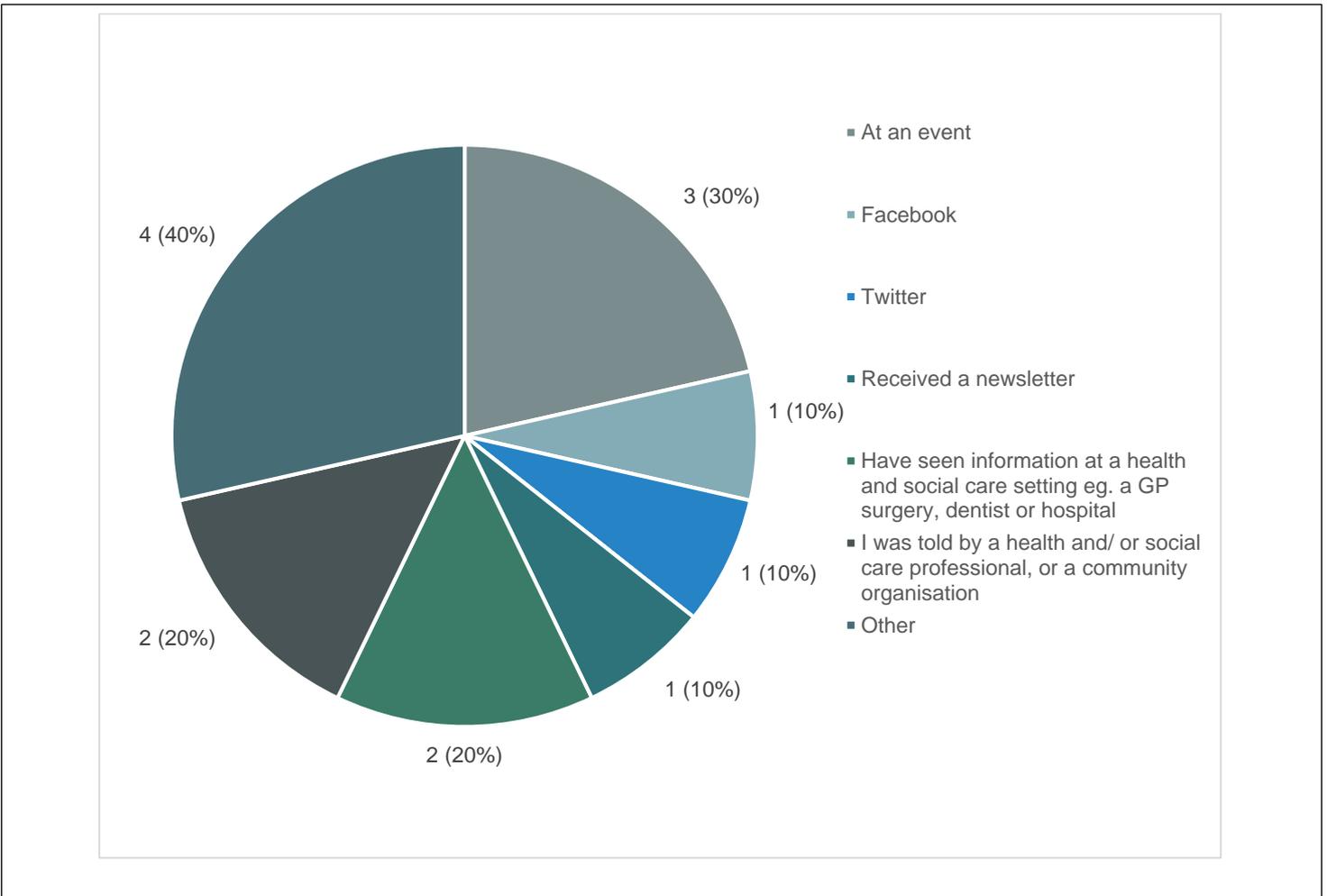
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We aimed to ask a cross-section of people and organisations to participate in this survey to ensure the feedback we received was balanced and reflected the myriad of different stakeholders we work with.

This question also asked stakeholders if they were a member of the public, a voluntary or community sector organization or 'other'. No one selected any of these options so they have been removed from the pie chart.

It should be noted that the four respondents in the 'Healthwatch staff member or volunteer' category were all volunteers and not staff members.

## How did you hear about us?



People were able to select multiple options in this questions so the figures above do not add up to 100%.

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|   |        |   |
|---|--------|---|
| Through a friend  | 0.00%  | 0 |
| At an event   | 30.00% | 3 |
| Facebook  | 10.00% | 1 |
| Twitter   | 10.00% | 1 |
| Instagram   | 0.00%  | 0 |
| Received a newsletter   | 10.00% | 1 |
| Have seen information at a health and social care setting eg. a GP surgery, dentist or hospital | 20.00% | 2 |
| I was told by a health and/ or social care professional, or a community organisation            | 20.00% | 2 |
| Other   | 40.00% | 4 |

It was encouraging to read that one respondent had heard about us at an event, through Facebook, via our newsletter, from information displayed at a health or social care setting and had been told about us by a health and/ or social care professional, or a community organisation.

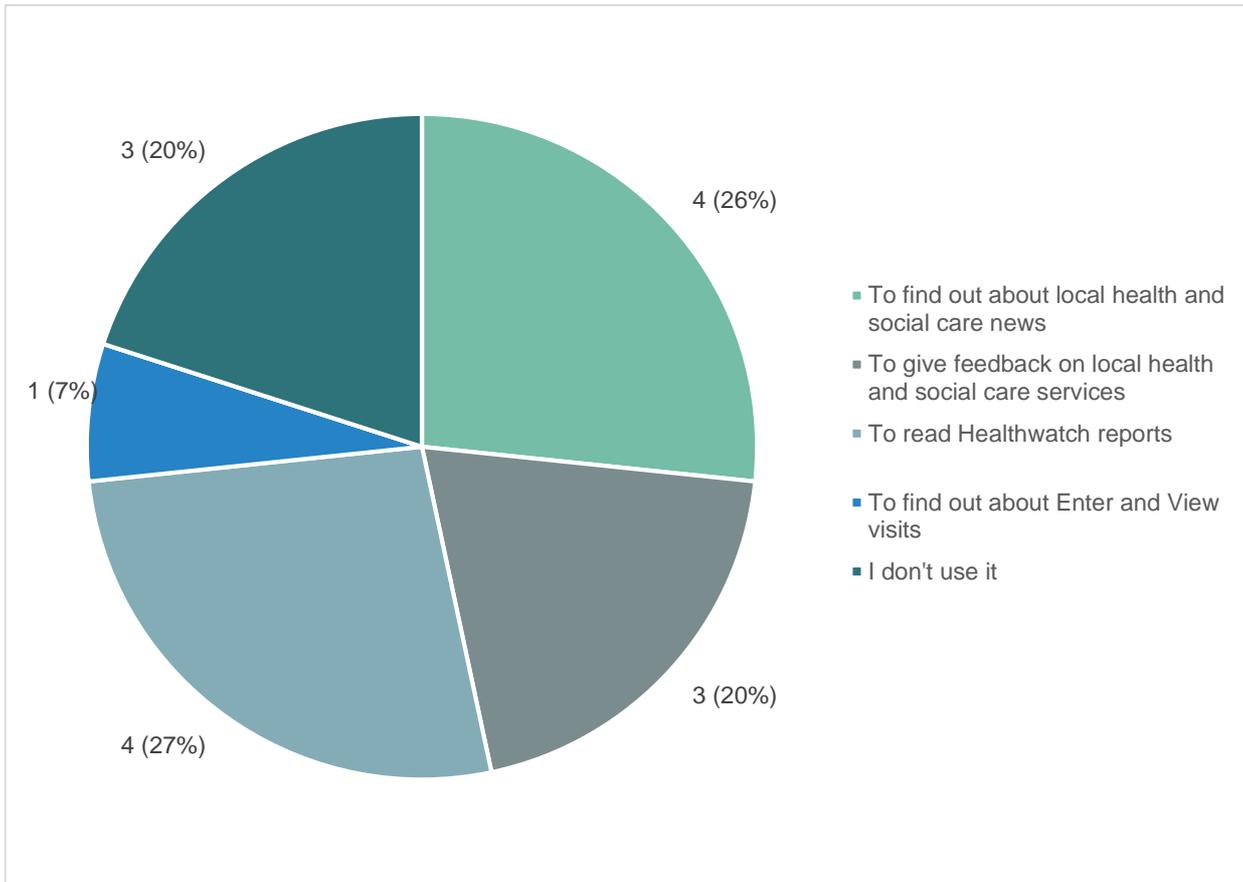
Another had heard about us at an event, on Twitter, from information displayed at a health or social care setting, as well as at meetings.

For those who stated 'other' we were told: *“work in the same building and belong to the advisory group”, “Through the HW network”, “national press” , “through my job and already new about Healthwatch in another area”, “attending the Healthwatch PPG Forum” and “was member of panel awarding original contract”.*

We feel this reflects that we have been successful in publicising the Healthwatch brand and the work we do via a number of different channels.

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## Why do you use the Healthwatch Swindon website?



We felt it was important to ascertain the reasons why people visit our website, the results of which can be seen in more detail below:

|   |     |   |
|---|-----|---|
| To find out about local health and social care news       | 40% | 4 |
| To give feedback on local health and social care services | 30% | 3 |
| To read Healthwatch reports                               | 40% | 4 |
| To find out about Enter and View visits                   | 10% | 1 |
| To look up volunteering opportunities                     | 0%  | 0 |
| I don't use it  | 30% | 3 |
| Other   | 0%  | 0 |

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## What next?

- **Website:** Since the stakeholder survey we have migrated over to a new website, which can be viewed [here](#). The website, created by Healthwatch England, is easier to navigate and is in line with the Healthwatch England brand guidelines. We also have been working on presenting reports and news items in a different way to ensure that information is easy to find, is as accessible as possible and that key projects we are working on are displayed prominently.
- **Our impact and independence:** We received some negative publicity recently around our handling of the issues affecting patients using the IMH hub, with concerns raised that we are not independent from Swindon Clinical Commissioning Group. We presented a report to Health and Social Care Scrutiny Committee outlining what we have been doing to support the public since IMH has been in place. Some examples have included carrying out unannounced Enter and View visits, setting up a Patient Participation Group at Moredon Medical Centre and speaking to dozens of patients about their experiences over the past 12 months. A member of our team also raised concerns about the suitability of IMH being employed as far back as 2017. A crucial lesson learnt for us around this issue was that our communications about what we have been doing to hold providers and commissioners to account needs to be a lot clearer so that the public know we are supporting them.
- **NHS Complaints Advocacy:** We are planning on engaging with local agencies, such as Swindon Carers Centre and Age UK, to talk about our advocacy service and what people can expect when they access this. The aim is to give people clarity over what we can do to support them and to enable them to distinguish between the service we provide and the Patient and Advice Liaison Service (PALS) at the hospital. We will also be sending a short survey to previous advocacy clients asking them for feedback on the service to enable us to monitor the efficacy of the service.

We were delighted to hear that the services who received feedback from us were positive about how we handled this, as well as the subsequent work we carried out with them. We will continue to work with stakeholders.

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## What people said

*“The Healthwatch volunteers and staff members that I have met at CCG meetings have always been good advocates, asking appropriate questions and ensuring that a patient voice is heard”*

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*“I think that Healthwatch could have done more for patients of IMH practices.”*

*“Carol was a fantastic resource for us and helped us get moving in the right direction”*

*“Some carers say they try to access the NHS complaints advocacy that is offered, but struggle accessing it and struggle to distinguish this from the hospital PALS service”*

*“I worked with Healthwatch to develop our engagement and have seen HW encourage and work with others to feedback in a positive way”*

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## Appendix 1

### Question 3

| Please tell us how strongly you agree with the following statements about our communications and engagement: |                |   |       |   |            |   |          |   |                   |   |
|--|----------------|---|-------|---|------------|---|----------|---|-------------------|---|
|  | Strongly agree |   | Agree |   | Don't know |   | Disagree |   | Strongly disagree |   |
| We actively encourage people to give feedback on local health and social care services                       | 60%            | 6 | 40%   | 4 | 0%         | 0 | 0%       | 0 | 0%                | 0 |
| We try to include all residents and groups in their work   | 60%            | 6 | 20%   | 2 | 20%        | 2 | 0%       | 0 | 0%                | 0 |
| We consider individual's needs and provides support for people to be involved in their work                  | 60%            | 6 | 10%   | 1 | 30%        | 3 | 0%       | 0 | 0%                | 0 |

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## Question 4

Please let us know how strongly you agree or disagree with the following statements about our publicity (e.g. social media, newsletters, leaflets and posters etc):

|   | Strongly agree |   | Agree |   | Don't know |   | Disagree |   | Strongly disagree |   |
|---|----------------|---|-------|---|------------|---|----------|---|-------------------|---|
|   |                |   |       |   |            |   |          |   |                   |   |
| Healthwatch Swindon publicity clearly communicates its purpose        | 10%            | 1 | 80%   | 8 | 10%        | 1 | 0%       | 0 | 0%                | 0 |
| Healthwatch Swindon publicity is informative and helpful              | 20%            | 2 | 70%   | 7 | 10%        | 1 | 0%       | 0 | 0%                | 0 |
| I would contact Healthwatch Swindon to find out more about their work | 50%            | 5 | 40%   | 4 | 10%        | 1 | 0%       | 0 | 0%                | 0 |

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## Question 6

| Please tell us how strongly you agree or disagree with the following statements about our website: |                |   |       |   |            |   |          |   |                   |   |
|--|----------------|---|-------|---|------------|---|----------|---|-------------------|---|
|  | Strongly agree |   | Agree |   | Don't know |   | Disagree |   | Strongly disagree |   |
|  |                |   |       |   |            |   |          |   |                   |   |
| The website clearly explains the purpose of Healthwatch Swindon                                    | 20%            | 2 | 30%   | 3 | 40%        | 4 | 10%      | 1 | 0%                | 0 |
| The website clearly explains the services Healthwatch Swindon provides                             | 20%            | 2 | 30%   | 3 | 40%        | 4 | 10%      | 1 | 0%                | 0 |
| The website is easy to use   | 20%            | 2 | 20%   | 2 | 40%        | 4 | 20%      | 2 | 0%                | 0 |
| It is easy to find the information I want  | 20%            | 2 | 20%   | 2 | 40%        | 4 | 20%      | 2 | 0%                | 0 |

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## Question 7

| Please tell us how strongly you agree or disagree with the following statements about our impact:                                 |                                    |     |       |     |            |    |          |     |                   |    |
|---|------------------------------------|-----|-------|-----|------------|----|----------|-----|-------------------|----|
|   | Strongly agree                     |     | Agree |     | Don't know |    | Disagree |     | Strongly disagree |    |
|   | Healthwatch Swindon is independent | 70% | 7     | 20% | 2          | 0% | 0        | 10% | 1                 | 0% |
| Healthwatch Swindon makes a valuable contribution to ensuring that health and social care services meet the needs of local people | 60%                                | 6   | 20%   | 2   | 10%        | 1  | 10%      | 1   | 0%                | 0  |
| Healthwatch Swindon has influenced the development of local health and social care services                                       | 50%                                | 5   | 30%   | 3   | 10%        | 1  | 10%      | 1   | 0%                | 0  |

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## Question 9

Nine people responded to this question and one person skipped this section altogether.

| If you've shared your experiences of health and social care services with us please tell us now strongly you agree or disagree with the following statements about us: |                |   |       |   |            |   |          |   |                   |   |
|--|----------------|---|-------|---|------------|---|----------|---|-------------------|---|
|  | Strongly agree |   | Agree |   | Don't know |   | Disagree |   | Strongly disagree |   |
| Healthwatch Swindon helped me to have my say   | 0%             | 0 | 62.5% | 5 | 37.5%      | 3 | 0%       | 0 | 0%                | 0 |
| Healthwatch Swindon valued the feedback that I gave them   | 25%            | 2 | 37.5% | 3 | 37.5%      | 3 | 0%       | 0 | 0%                | 0 |
| Healthwatch Swindon took action and followed up on the feedback I gave them  | 12.5%          | 1 | 12.5% | 1 | 75%        | 6 | 0%       | 0 | 0%                | 0 |
| Healthwatch Swindon were able to give me information about support, advice and next steps  | 12.5%          | 1 | 0%    | 0 | 75%        | 6 | 0%       | 0 | 12.5%             | 1 |
| Healthwatch Swindon has increased my confidence and encouraged me to give feedback in the future   | 0%             | 0 | 12.5% | 1 | 75%        | 6 | 0%       | 0 | 12.5%             | 1 |

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|   |        |   |       |   |       |   |    |   |    |   |
|---|--------|---|-------|---|-------|---|----|---|----|---|
| I would share my feedback with Healthwatch Swindon again                        | 25%    | 2 | 37.5% | 3 | 37.5% | 3 | 0% | 0 | 0% | 0 |
| I would encourage other people to share their feedback with Healthwatch Swindon | 55.56% | 5 | 22.2% | 2 | 22.2% | 2 | 0% | 0 | 0% | 0 |

## Question 11

Six people responded to this question and four people skipped this section altogether.

| If you are health or social care provider, a voluntary sector organisation or a commissioner of health and social care services and you have received feedback from us about your service(s) please tell us how strongly you agree or disagree with the following statements about our impact: |                |   |        |   |            |   |          |   |                   |   |
|--|----------------|---|--------|---|------------|---|----------|---|-------------------|---|
|  | Strongly agree |   | Agree  |   | Don't know |   | Disagree |   | Strongly disagree |   |
| Healthwatch Swindon informed us about the feedback they received   | 33.3%          | 2 | 33.3%  | 2 | 16.67%     | 1 | 16.67%   | 1 | 0%                | 0 |
| Healthwatch Swindon gave us a chance to discuss and respond to the feedback they received  | 33.3%          | 2 | 33.3%  | 2 | 16.67%     | 1 | 16.67%   | 1 | 0%                | 0 |
| Healthwatch Swindon provided effective   | 33.3%          | 2 | 16.67% | 1 | 33.3%      | 1 | 16.67%   | 2 | 0%                | 0 |

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|   |     |   |     |   |     |   |    |   |    |   |
|---|-----|---|-----|---|-----|---|----|---|----|---|
| evidence-based recommendations  |     |   |     |   |     |   |    |   |    |   |
| As an organisation we have a strong relationship with Healthwatch Swindon | 60% | 3 | 20% | 1 | 20% | 1 | 0% | 0 | 0% | 0 |