

September
2016



"It takes a minute to feedback, but the difference could last a lifetime"



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Executive summary

This report summarises the activities that took place during the Healthwatch East Sussex Red Bus Tour 2016 and identifies some useful learning for the planning of future events.

We are immensely grateful to the public in all the communities we visited for spending time with us and sharing their views of health and care services in the county.

Also, thank you to all of our volunteers and partners whose contributions along with those of our staff teams made the week such a success. We gathered a lot of useful information which will inform the delivery of local services in the future, so thank you all.

To view pictures from the tour, visit our website:

<http://www.healthwatcheastsussex.co.uk/red-bus-tour-2016/>

Julie Fitzgerald - Director





Background

Healthwatch East Sussex planned the 2016 tour following consideration of a business case for this engagement activity. Our successful tour in 2015 raised awareness of Healthwatch considerably and we wanted to build on this to contact more residents and further strengthen our work with partner organisations in the county.

The main aim of the bus tour was again to raise the profile of Healthwatch in East Sussex by taking the staff team, volunteers and stakeholders out into the community to meet with people, inform them about Healthwatch, and gather their experiences of using local services. We found in 2015 that many of the people we spoke to would not have found their way to us through other routes.

Joining us on tour

Our volunteers and Board members

A total of 15 volunteers and two Board members joined the tour. They took on tasks which included distributing leaflets, talking to members of public about their experiences of using services, and explaining to people how they can leave feedback about their local health and care services on our Feedback Centre.

Healthwatch East Sussex would like to thank everyone who contributed to the planning and delivery of the tour and who attended throughout the week. Further information on participants can be found in Appendix 1 on page 11.

Our partners and stakeholders

We invited our statutory partners and other stakeholders to join the tour including:

- Local Members of Parliament and Councillors
- Patient Participation Group members; and
- Healthwatch England

A full list of guests who joined us can be found in Appendix 2 on page 13.



The purpose of inviting partners and stakeholders to join the bus tour was to:

- Continue to strengthen their relationship with Healthwatch
- Offer opportunities to engage with local people; and
- Provide opportunities to network with other organisations.

All partners and stakeholders were invited to submit feedback on their experience of the tour, the benefits their involvement brought to their organisation and any suggestions for future planning of activity. Feedback received can be found in Appendix 3 on page 15.

Staff including advocates from SEAP, which Healthwatch East Sussex commissions to deliver NHS Independent Complaints Advocacy, were available at each of the locations on the tour. They offered support to members of the public wanting to find out about how to make a complaint.

Community First Responders also joined the tour in Eastbourne.

Patient Participation Groups also came 'on board'; a list of the practices they are members of can be found in Appendix 1 on page 11.

Tour Itinerary

The Red Bus visited nine locations across the county in seven days. These were:

- Terminus Road, Eastbourne
- Devonshire Square, Bexhill-on-Sea
- Abbey Square, Battle
- Tesco's Car Park, Hailsham
- Meridian Centre, Peacehaven
- Cliffe High Street, Lewes
- The Crumbles, Eastbourne
- Town Centre Car Park, Polegate
- Rye Market, Rye



Key achievements

Each location provided different opportunities to engage with the very diverse communities across the county.

During the week, Healthwatch East Sussex:

- Distributed over 6500 items of Healthwatch information including: leaflets, feedback forms and information about volunteering opportunities
- Spoke to over 1100 members of the public
- Had conversations with 150 people about East Sussex Better Together, the programme to integrate health and social care services in Hastings and Rother and Eastbourne, Hailsham and Seaford
- Spoke with an increased number of Patient Participation Groups compared to last year
- Reached over 50,000 people on social media leading up to and during the week
- Distributed balloons and organised activities for children engaging them whilst their carer spoke to Healthwatch East Sussex staff

Information on the levels of engagement achieved and on the impact of the tour can be found in Appendix 4 on page 18.

Throughout the week we gathered feedback on services from the public and we continued to receive feedback after the tour was completed. It provided our staff and volunteers with approximately 1500 hours of engagement with local people.

The benefits of this activity include increasing the number of people who are:

- Aware of Healthwatch in East Sussex
- Using our feedback mechanisms to leave their views
- Contacting our enquiry line seeking information; and
- Signing up to volunteer



In the short term, the impact of the tour was to increase:

- Visits to the Healthwatch East Sussex website. (There was an increase of 43%)
- The numbers of people leaving reviews via the Healthwatch East Sussex feedback centre. We received over 200 reviews from the tour alone.
- People contacting the Information and signposting services.

Promoting the Healthwatch Brand

In planning the Red Bus tour Healthwatch East Sussex wanted to ensure that activities utilised every opportunity to promote the “Healthwatch Brand”.

Staff, volunteers and helpers were issued with Healthwatch East Sussex polo shirts.

The Red Bus itself provided a unique, visually stimulating and mobile engagement space; and came with a generator for interior lighting which added to the atmosphere.

A gazebo was purchased and branded with Healthwatch, to provide an alternative area for anyone not wanting to board the bus and to ensure there was sufficient space to cater for busy periods and inclement weather.

Healthwatch merchandise was distributed as part of raising and maintaining the awareness of the Healthwatch brand, with balloons being very popular with families.

On the Saturday of the tour, a face painter joined us and this attracted visitors to the bus. This created a less formal atmosphere as a weekend activity; and stimulated additional interest. In Rye market we distributed fruit which proved to be a great draw.

To record aspects of the tour we commissioned a photographer to take photographs. The full gallery is located on our website www.healthwatcheastussex.co.uk/red-bus-tour-2016/



Statistical analysis

Summary of Feedback

There was increased activity on the Feedback Centre following the Red Bus Tour, the main themes included:

- Health services
- Access to GPs
- Hospitals; and
- Mental Health

Not all activity can be attributed directly to Red Bus Tour, however the promotion during July is believed to have had a positive impact, as more people would have been made aware of the feedback centre and may have been prompted to leave a review as a result of the tour.



Evaluation of materials distributed by location

In order to effectively manage the information distribution, a crate for each location was prepared prior to the tour; all the materials included were counted and documented.

Before the bus moved to its next location, any remaining material was returned to the location crate. This process enabled an easily manageable 'pack away' system and as each crate was transported back to the office, so counting of the returns could begin.

The information on material distributed at each location can be found in Appendix 4 on page 18.

Overall evaluation and learning

The Red Bus tour was a significant project to deliver and required a minimum of six months to plan and prepare. Listed below are our top tips for future planning:

- 📌 **Develop a comprehensive project plan.** This includes a communications and marketing plan, assign tasks and responsibilities.
- 📌 **Identify sufficient budget.** The tour is a visual, high impact activity, therefore requires sufficient resourcing to brand both the exterior and interior spaces. To support the branding of the bus, this activity requires investment in merchandise and material to secure "maximum brand exposure".
- 📌 **Identify sufficient staff and volunteers for each location.** One newspaper reported our visit as a, "small army of team and volunteers". Aim for a minimum of 10 staff / volunteers available at each location, and assign daily tasks i.e. who is available to talk to people or handout leaflets.
- 📌 **Choose your locations well.** This includes promoting the bus tour in good time to ensure maximum coverage and having posters and flyers ready to distribute in each location as soon as you have dates confirmed.
- 📌 **Be prepared to revise your preferred locations list.** When it comes to the logistics, it might not be possible to find a suitable location to park the vehicle. Be mindful too that representatives of locations not included in the tour, might contact you to ask why their town is not included in the itinerary.
- 📌 **Be prepared for the flood of invites after the tour.** A real positive, but you must be prepared to attend other community events in the localities you visited.



Thanks

With thanks to all the partners who engaged with the tour.

With special thanks to people in each community who provided such valuable insights.





Appendix 1

East Sussex Community Voice (ESCV) Board Members

- Keith Stevens, Chair ESCV, Non-executive Board member
- Roger Sweetman, Non-executive Board member

Healthwatch East Sussex volunteers

- Ann Kerr
- Chris Marks
- Christine Webster
- Isaac Suleman
- Jane Gorringer
- Jo Meecham
- Joan Welling
- John Curry
- Liz Trethewey
- Nicola Robinson
- Pamela Keen
- Paula Cohen
- Sarah Hickey
- Tony Moore



Practice Participation Groups

- Bridgeside Surgery, Hailsham
- Guestling Surgery
- Little Common & Old Town Surgery, Bexhill
- Meridian Surgery, Peacehaven
- Pebsham & Sea Road, Bexhill
- Rye Medical Practice



Appendix 2

Mayors

- Cllr Pat Hearn, Eastbourne
- Cllr Simon Elford, Bexhill
- Cllr Dr Graham Mayhew, Lewes

Partners

- Dr Adrian Bull, Chief Executive, East Sussex Healthcare NHS Foundation Trust
- Alan Wright, SEAP
- Alison Whitehorn, Chief Operating Officer for Children's Services, Sussex Community NHS Foundation Trust
- Angela Venning, Safeguarding Development Team
- Ann Standen, SEAP
- Barry Cooper, East Sussex Welfare Benefits Project Manager
- Bernie Beckett, High Weald Lewes Havens, CCG Engagement Officer
- Carole Gregory, Care for the Carer's
- Carol Smith, Care for the Carer's
- Catherine Ashton, Interim Director of Strategy, East Sussex Healthcare NHS Foundation Trust
- Ceilidh Jackson-Baker, East Sussex Fire and Rescue Service Volunteer Coordinator
- Chan Maher, Engagement Officer, Eastbourne, Hailsham, Seaford and Hastings and Rother CCG
- Colin Kelvey, East Sussex Fire and Rescue Volunteer

- Dan King, Safeguarding Development Team
- David Holloway, QUIT 51
- Delyth Shaw, Safeguarding Development Team
- Elisabeth Robson, Care Quality Commission
- Fraser Cooper, Safeguarding Development Team
- Gemma Clayton, High Weald Lewes Havens CCG
- Giuliana Bracciali, East Sussex Fire and Rescue Service
- Gordon Piggott, Eastbourne Ambulance Community First Responders
- Hugo Luck, Associate Director of Delivery, High Weald Lewes and Havens CCG
- Iain Wilson, SEAP
- Jacqui Skilton, Care for the Carers
- James Hatch, Engagement Officer, High Weald Lewes and Havens CCG
- Jane Keel, East Sussex Fire and Rescue Service Volunteer
- Jane Mordue, Interim Chair, Healthwatch England
- Jane Viner, Macmillan Involvement Coordinator
- Janet Turner, National Osteoporosis Society
- Jay Kramer, Eastbourne Health Champions
- Jessica Town, CCG Community Involvement and Engagement Officer
- John Bradford, East Sussex Fire and Rescue Service
- Jon Drake, Safeguarding Development Team
- Jonathon Reid, Director of Finance, East Sussex Healthcare NHS Foundation Trust
- Kat Matthews, Care for the Carers
- Kate Parkin, Director, Lead Collaborative, Armed Forces Network
- Lynette Wells, Director of Corporate Affairs, East Sussex Healthcare NHS Foundation Trust



- Marie Casey, Chief Executive, SEAP
- Melanie Freeman, Care Quality Commission
- Michaela Da Silva, CCG Engagement Officer
- Mike Catling, East Sussex Fire and Rescue Service Volunteer
- Patricia Gardner, Alcoholics Anonymous
- Paul Rideout, East Sussex County Council
- Paula Gorvett, East Sussex Better Together Programme Director
- Richard Motley, SEAP
- Richard Watson, East Sussex Better Together
- Iain Wilson, SEAP
- Rosie Wilkinson, East Sussex Fire and Rescue Service Volunteer
- Sarah Bunting, East Sussex Fire and Rescue Service Volunteer
- Sarah Dunne, SEAP
- Sarah Mackin, NHS 111
- Sharon Lewis, SEAP
- Sophie Stacey, East Sussex Fire and Rescue Service Volunteer
- Sue Munson-Reid, Care for the Carers
- Sue Pumphrey, Head of Corporate Services, High Weald Lewes Havens CCG
- Susanna Wallace, Care for the Carers
- Tracey Robinson, East Sussex Fire and Rescue Service Volunteer
- Zoe Garden, Safeguarding Development Team



Appendix 3

Over 70 guests and partners visited the tour and were invited to give their feedback. Below is a sample of the feedback we received from partners.

Care for the Carers were pleased to be 'on board' with the Red Bus promotion this year. It provided a great opportunity for us to promote our service, alongside others, informing the public about who we are and how we support unpaid carers, and chatting with some carers who are already known to us. The other benefit is the networking, meeting staff and volunteers of the various organisations and staying up to date with what other services are currently offering.

We provided information to those who came to our information table stand gave out our newly launched scratch cards to help identify new carers to both members of the public and the organisations who were present.

It is great that the bus goes across the county, the only downside is that we can't book the weather and this of course impacted on which days proved better than others.

We look forward to an invitation to join you on any future road trips.

**Carole Gregory, Volunteer Coordinator,
Care for the Carers**

We found working with Healthwatch on the Red Bus was a rewarding and positive experience. The Healthwatch team demonstrated a very effective ability to engage with people gathering information and sign posting them onto other agencies when appropriate. Their approach was relaxed personable and encouraged people to talk about their worries and experiences. They managed to tap into how people were feeling in a professional way but kept a sense of fun so that everyone involved enjoyed the Red Bus outing.

For us it gave us an opportunity for direct contact with people on a face to face basis and to share information on the CQC's role and how people could share information directly with us.

Melanie Freeman, Compliance Officer, Care Quality Commission.





Appendix 4

Materials Out

Item	Eastbourne Terminus Road	Bexhill	Battle	Hailsham	Peacehaven	Lewes	Crumbles	Polegate	Rye	Total Materials
Feedback forms	500	500	200	250	200	500	200	200	500	3050
Pens	30	30	10	25	25	50	25	25	50	270
A4 Leaflets 3 fold	200	250	150	200	150	300	150	150	200	1750
Publicity Cards	300	300	150	300	150	300	200	150	300	2150
Get Involved Forms	50	50	50	50	50	50	50	50	50	450
Volunteer Recruitment Pack	5	5	5	5	5	5	5	5	5	45
ESBT Newsletter	50	50	50	50	50	0	50	50	50	400
PPG Newsletter	5	5	5	5	5	5	5	5	5	45
Balloons	80	60	50	40	20	40	20	20	40	370
Magnets	20	20	20	20	20	20	20	20	20	180
Bookmarks	50	50	50	50	50	50	50	50	50	450
Special Moments Report	5	5	5	5	5	5	5	5	5	45
24 Hours report	5	5	5	5	5	5	5	5	5	45
Macmillan	50	50	50	50	50	50	50	50	50	450
total per day	1350	1380	800	1055	785	1380	835	785	1330	9700



Materials left

Item	Eastbourne Terminus Road	Bexhill	Battle	Hailsham	Peacehaven	Lewes	Crumbles	Polegate	Rye	Total Materials
Feedback forms	224	127	157	0	126	145	86	134	153	1152
Pens	4	1	0	4	2	0	0	5	0	16
A4 Leaflets 3 fold	84	57	137	6	105	141	58	111	112	811
Publicity Cards	105	81	129	106	50	113	124	115	65	888
Get Involved Forms	21	11	50	0	49	15	36	50	0	232
Volunteer Recruitment Pack	2	1	5	5	4	0	3	4	3	27
ESBT Newsletter	12	18	45	44	50	0	11	50	50	280
ppg Newsletter	5	3	5	5	4	0	4	4	3	33
Balloons	0	0	20	14	5	0	0	8	0	47
Magnets	10	20	20	14	18	16	20	17	4	139
Bookmarks	50	35	50	3	33	0	10	12	32	
Special Moments Report	3	4	4	0	4	1	2	5	1	24
24 Hours report	4	1	4	5	1	2	2	3	2	24
Macmillan	40	29	40	41	48	31	11	32	31	303
total per day	564	388	666	247	499	464	367	550	456	4201



Contact us

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This report relates to findings observed on the specific dates set out in the report. Our report is not a representative portrayal of the experiences of all service users and staff, only an account of what was observed and contributed at the time.

We will be making this report publicly available by 01 November 2016 by publishing it on our website and circulating it to Healthwatch England, CQC, NHS England, Clinical Commissioning Group/s, Overview and Scrutiny Committee/s, and our local authority.

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

If you require this report in an alternative format please contact us at the address above.



Notes:

