

# Our Plan for The Year 2024/2025



# Foreword from our Chair, Phil Morgan

On behalf of the Healthwatch Salford Board I am proud to share our plan for the next year.

We are a statutory body promoting an independent voice for patients and the public, working with those responsible for the delivery of services to promote improvements and transparency.

The plan captures how we will fulfil our role. This involves collecting the voices of patients and the public using health and care services in Salford. This also includes ensuring we listen to seldom-heard voices.

We will then ensure those voices are heard and used to promote improvements in health and care provision. We will ensure that we share the impact of those changes with all our stakeholders.

This plan relies on our three pillars: our staff who deliver this plan and promote Healthwatch Salford as an agent of change; our volunteers who ensure we amplify our ability to gain voice and use that voice to support improved services; and my fellow Board Members who provide strategic leadership and support and guidance for all our work.

# Chief Officer, Sam Cook

Welcome to the Healthwatch Salford Plan for the Year 2024/2025!

This plan builds on last year's work and aligns with our refreshed organisational strategy.

Our commitment to the people of Salford is unwavering. We will continue to actively listen to your experiences of health and social care, but it doesn't stop there. Our duty extends beyond listening; we act upon your feedback, sharing it with services regularly to ensure they're listening too. Our goal is to ensure that services are not only attentive but also responsive to your needs.

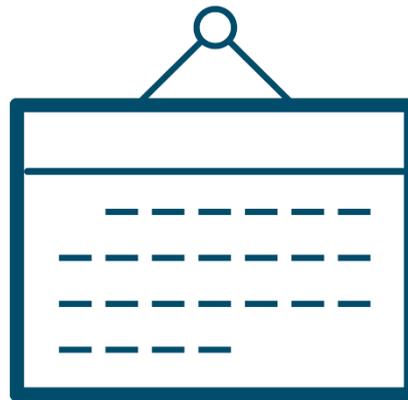
Collaboration is crucial in our work. We will continue to collaborate with other Healthwatch across Greater Manchester to ensure the voice of Salford people is heard; collaborate with the health and social care system we are a part of, and engage with the strong VCSE sector in Salford. We will do this whilst always retaining our independence.

I want to take this opportunity to thank the amazing team at Healthwatch Salford – staff, board members and volunteers. For me, Healthwatch Salford is all about people and we couldn't do any of this without them – or the people of Salford.

# Introduction

**Our plan for the year ahead sets out how we will collect views from the people of Salford about their health and social care services.**

The plan looks at how we will share those views to promote and bring positive change to health and social care services. To do this successfully we will ensure we are a well-run and effective organisation, using our resources well to ensure an impact for the better.



# Who Are We?

Healthwatch Salford is your public champion in health and social care in Salford.

We work to ensure the voice of the public is strengthened and heard. As an independent statutory body, we have the power to make sure NHS leaders and other decision-makers listen to your feedback and improve services and standards of care. We can also help you to find reliable and trustworthy information and advice.



# Why do we exist?

Healthwatch was established under the Health and Social Care Act 2012 to understand the needs, experiences, and concerns of people who use health and social care services. Our goal is to give you a voice and speak out on your behalf for better health and care systems. We operate both nationally and locally, ensuring that your feedback reaches decision-makers and drives positive change. Last year, the nationwide network helped over one and a half million people have their say and get the support they needed.

Healthwatch Salford is a key member of the Healthwatch in Greater Manchester Network, collaboratively working with the other 9 Healthwatch to deliver the agreed strategy and vision.



# Our approach for 2024/2025:

In line with our strategic objectives, and ensuring we continue to be a values-led organisation, we are approaching our plan with a focus for each quarter.

<b>Quarter</b>	<b>Focus</b>
<b>Quarter 1</b>  April to June 2024	<b>Engagement</b>  We will continue to undertake focused engagement with Salford residents. This will involve going to local community events, attending groups and our annual Health Fair on 25th June.
<b>Quarter 2</b>  July to September 2024	<b>Seldom Heard</b>  Building on the engagement focus from quarter 1, we will use this quarter to reach out into the communities and groups we hear from less, to build ongoing relationships and create mechanisms for listening to their experiences of health and social care.
<b>Quarter 3</b>  October to December 2024	<b>Communication</b>  A common theme that occurs throughout the feedback we receive is communication. For this quarter, it will be the focus for our approach.
<b>Quarter 4</b>  January to March 2025	<b>Young People</b>  We are planning on relaunching our Youthwatch programme, coinciding with a focused project exploring vaping and young people.

## **In addition to this activity, we will also be undertaking:**

- Continuing with our Frontline Staff wellbeing project
- Homecare project follow up
- Healthwatch in Greater Manchester projects
- Continuing the work to raise awareness of Healthwatch Salford across Greater Manchester Mental Health units in Salford
- Living Well ethnographic research
- Mind Over Matter project follow-up
- Supporting the facilitation of the Silent Voices group for another 12 months
- Completing a review of our website's content to ensure that it is user-friendly, contains useful information and is accessible to all.

The Intelligence Subgroup will continue with its strategy of receiving feedback from various sources, including the public, strategic meetings, and community groups. This approach will allow for thorough analysis and triangulation of the data, which is used to make informed recommendations to the board regarding areas of focus and potential projects. This strategy ensures that the board's decisions are well-informed and aligned with the needs and interests of the Salford community.

As well as being shared with our Intelligence Subgroup, feedback from the people of Salford is shared on a monthly basis with key stakeholders, including the council, NHS, Northern Care Alliance, Dentistry, and Greater Manchester Mental Health. This practice not only ensures transparency but also allows these organisations to understand the experiences and needs of our residents better. Our commitment to expanding this group in the coming year will amplify the voices of Salford residents and contribute to more informed decision-making across these key stakeholders. This strategy aligns well with our Intelligence Subgroup's efforts to determine future focus areas based on comprehensive feedback analysis.

### **Key principles for our plan for the year will be:**

- Continuing to be a well-governed organisation
- Refresh of our volunteering programme and the launch of our first volunteering strategy
- A focus on quality not quantity
- Ensuring we demonstrate the impact of the work we do
- Focus on business development to strengthen our financial position





## For more information

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