

November  
2015



Red Bus Tour

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



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# Executive summary

This report summarises the activities and learning that took place during the Healthwatch East Sussex Red Bus Tour.

To view pictures from the tour, visit our website:

<http://www.healthwatcheastsussex.co.uk/red-bus-tour-2015/>

The report will be shared with statutory partners, who are invited to sign up to help us deliver the next Red Bus Tour, proposed for June 2016.

Julie Fitzgerald - Director





# Background

Healthwatch East Sussex considered a business case for this awareness raising engagement activity. This followed the successful tours from neighbouring Healthwatch in Surrey and Kent, which had Bus Tours in 2014 and 2015 respectively.

NB Consultancy were commissioned to work with Healthwatch East Sussex, in identifying suitable locations, obtaining permits for bus parking, putting in place appropriate insurance cover, completing risk assessments and liaising with the London Red Bus Company who provided the bus.

The main aim of the Bus Tour was to raise the profile of Healthwatch in East Sussex by taking the staff team, volunteers and stakeholders out into the community to inform people about Healthwatch, and gather their experience of using local services. We also asked them to vote in a county wide poll which tested which services matter most to them.

Importantly, the tour also visited areas in the county where people are traditionally less engaged with services i.e. areas with high recorded health inequalities and rural areas, especially rural towns close to the county borders.

## Joining us on tour

### Our volunteers and board members

A total of 10 volunteers and two board members joined the tour. They undertook tasks including distributing leaflets, talking to members of public about their experiences of using services, and explaining to people how they can leave feedback about the local health and care services.

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 can be found in **appendix 1** on page 12.

### 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
- Friends of Eastbourne Hospital.

A full list of guests who attended can be found in **appendix 2** on page 13.



The purpose of inviting partners and stakeholders to join the road show was to:

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

All partners and stakeholders were invited to submit feedback about their experiences joining the tour, the benefits to their organisation and suggestions for the undertaking similar activity next year. Feedback received can be found in **appendix 3** on page 15.

Representatives and Advocates from SEAP, the organisation 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 making a complaint.

Community First Responders also joined the tour in Eastbourne, Lewes, Bexhill and Crowborough. They demonstrated Cardiopulmonary Resuscitation (CPR) to members of the public, and gave lessons in using Public Access Defibrillators.

Patient Participation Groups also came 'on board'; a list of their practices can be found in **appendix 1** on page 12.

## Tour itinerary

The Red Bus visited nine locations across the county in five days. These included:

- The Crumbles in Eastbourne
- Salts Recreational Ground in Seaford
- Lewes High Street
- Devonshire Square in Bexhill
- Morrison's Supermarket in Hastings
- Croft Road Car Park in Crowborough
- The Community Centre in Forest Row
- Rye market car park; and
- Abbey Square in Battle.



# 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 6000 items of Healthwatch information including: leaflets, feedback forms and information about volunteering opportunities.
- Collected over 750 votes in our poll on what services matter to local people.
- Had conversations with 160 people about East Sussex Better Together, the programme to integrate health and social care services.
- Had several news items published in local newspapers and a radio interview publicising Healthwatch East Sussex.
- Welcomed the Rye Town Crier and a face painter to join the tour on the Saturday.
- Distributed balloons and organised activities for children engaging them while their carer spoke to Healthwatch East Sussex staff.

The statistics on the levels of engagement achieved and on the impact of the tour can be found in **appendix 4** on page 17.

Throughout the week we gathered lots of feedback on services from the public and we continued to receive feedback after the tour was completed. It provided our staff and volunteers with approx. 1300 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 the various mechanisms we provide to leave their feedback
- contacting our enquiry line seeking information; and
- signing up to volunteer.



In the short term, we expect the impact of the tour to demonstrate an increase in:

- Visits to the Healthwatch East Sussex website. An increase of 31%
- The numbers of people leaving reviews via the Healthwatch East Sussex feedback centre is now up to 169, with a further 20 not being published due to the nature of the content; and
- 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 or branded high visibility vests.

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.

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, a gazebo was purchased, branded with Healthwatch merchandise.

Healthwatch balloons were very popular with children, and other Healthwatch merchandise was distributed as part of the awareness raising of the Healthwatch brand. Particularly popular with adults, were the shopping trolley coins.

On the Saturday of the tour, the face painter and Town Crier attracted visitors to the bus. This created a less formal atmosphere as a weekend activity; and stimulated additional interest as there were not as many guests and partners in attendance.

To record aspects of the tour we commissioned a photographer to take photographs and video clips. Many of our guests and partners contributed and the final film clip will be available on our website.



# Statistical analysis

## Results of votes cast

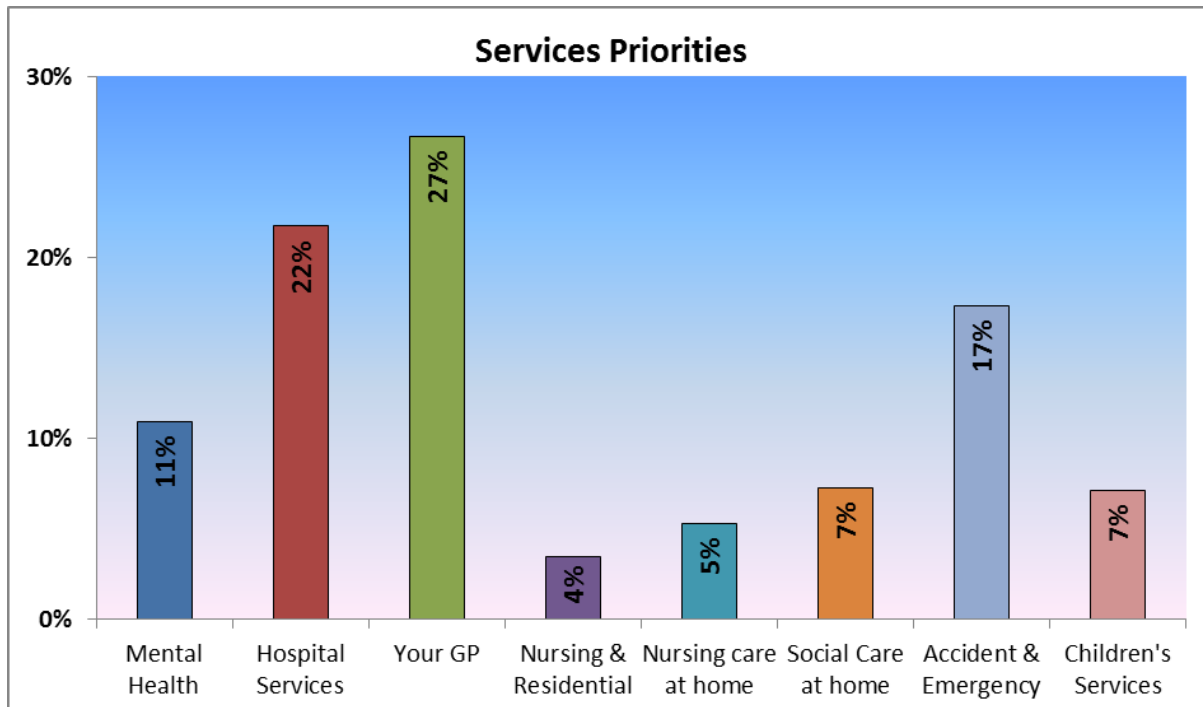
When people visited the bus, they had an opportunity to cast up to three votes about the services that they wished to see prioritised in the future. Graphs 1 and 2 below show the results of these votes.

The first graph shows the total number of votes cast and the priority areas identified. The second graph shows these broken down into the three Clinical Commissioning Group areas.

### Graph 1: Overall results of votes cast

People voted for GP services as their top priority, with hospital services and accident & emergency provision being voted second and third respectively.

Votes for the other priorities were all within 7% of the next highest priority with mental health, children's services, nursing & residential care; and social care services all providing insight into people's views of what is important.



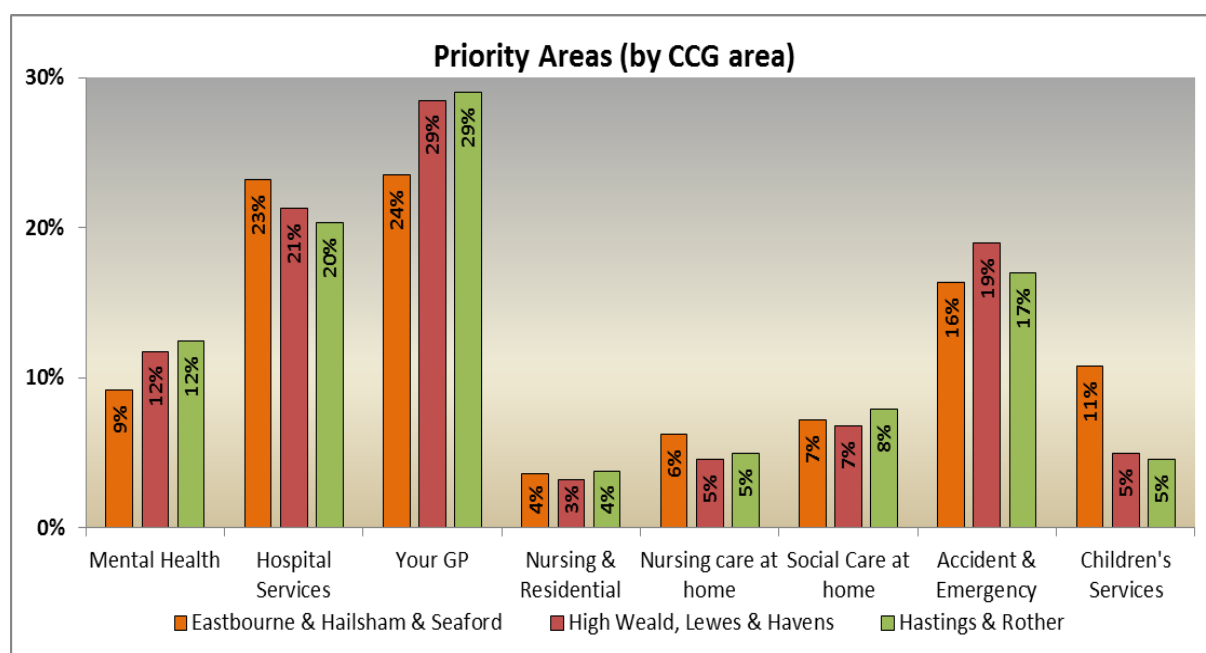


## Graph 2: Priority area votes by clinical commissioning group (CCG)

The overall results for the votes, when reviewed by CCG area, follow the same pattern as the previous graph, with GP services, hospital services and accident & emergency provision scoring the highest.

Of note, is the high number of votes cast for children's services within the Eastbourne Hailsham Seaford CCG. Over double the number of responses compared to the other two CCGs. Mental health services votes were also consistently high across all three CCG areas.

Interestingly the highest number of votes for accident & emergency provision was recorded for the only CCG area without an accident & emergency department.



## Summary of Feedback

The Feedback Centre reported increased activity following the Red Bus Tour (nearly double) in people leaving feedback. The main themes included:

- Health services
- GPs
- Hospitals; and
- Other services, such as dentists and emergency care, have shown small growth.

Not all activity can be attributed directly to Red Bus Tour, however the promotion during September 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 at each location, 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 statistics for material distributed at each location can be found in **Appendix 4** on page 17.

# 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:

- **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. This includes 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 bus. 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 got involved.

With special thanks to the local people who provided such valuable insights.





# Appendix 1

## East Sussex Community Voice (ESCV) Board

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

## Healthwatch East Sussex volunteers

- Daniel Iota
- Pamela keen
- Tony Moore
- Phil Hale
- Ivy Elsey
- John Curry
- David Bold
- Rosemary Bucherat
- Sophie Turner
- Katie Luck

## Practice Participation Groups

- Beacon Surgery, Crowborough
- Rye Medical Practice, Ferry Road, Rye, Northiam and Broad Oak Surgery
- Buxted Medical Centre
- Old School Surgery, Seaford
- School Hill and St Andrews Practice, Lewes; and
- Harbour Medical Practice.



## Appendix 2

### Mayors

- Cllr Dave Argent, Seaford
- Cllr Janet Jones, Eastbourne
- Cllr Maurice Watson, Bexhill
- Cllr Quentin Burch, Deputy Mayor Crowborough; and
- Cllr Susan Murray, Lewes.

### Councillors

- Cllr Michael Ensor, Chair of the Health Overview Scrutiny Committee (HOSC)
- Cllr Mike Turner, Hastings Borough Council; and
- Cllr Ruth O’Keefe, Chair Lewes Town Council and Vice Chair of HOSC.

### Partners

- Alan Keys, Patient and Public Lay Lead, High Weald, Lewes Havens Clinical Commissioning Board
- Angela Colosi, Assistant Director of Nursing, East Sussex Healthcare NHS Trust
- Ann Wilson, Friends of Eastbourne Hospital
- Ashley Parrott, Head of Quality, High Weald Lewes Havens Clinical Commissioning Group
- Ashley Scarf, Director of Strategy, NHS High Weald Lewes Havens CCG
- Balraj Singh Rai, Head of Engagement & Communications, NHS Hastings and Rother CCG, NHS Eastbourne, Hailsham and Seaford CCG, NHS High Weald Lewes Havens CCG
- Barbara Beaton, patient and Public lay Lead, Hastings and Rother Clinical Commissioning Board
- Barbara Crossland, Sussex Partnership NHS Foundation Trust



- **Brenda Lynes-O'Meara**, Assistant Director of Nursing, East Sussex Healthcare NHS Trust
- **Dan King**, Adult Social Care, Safeguarding development team.
- **Delyth Shaw**, Adult Social Care, Safeguarding development team
- **Dolmon Domikes, Ariel Katz and Linden Beeton**, Child and Adolescent Mental Health Service, Sussex Partnership NHS Foundation Trust
- **Eileen Weeks**, Patient Experience Manager, East Sussex Healthcare NHS Trust
- **Fraser Cooper**, Adult Social Care, Safeguarding Development Manager, Safeguarding Adults Board; and
- **Iain Wilson**, SEAP
- **Jackie Dennison**, Patient Liaison Officer, South East Coast Ambulance Service NHS Foundation Trust
- **Janette Lynham**, Adult Social Care, Community Relations Manager
- **Jessica Britton**, Chief Operating Officer, NHS Hastings and Rother CCG
- **Jessica Town**, Engagement Officer, , NHS Hastings and Rother CCG, NHS Eastbourne, Hailsham and Seaford CCG, NHS High Weald Lewes Havens CCG
- **June Pratley**, Adult Social Care/Local dementia alliance
- **Marie Casey**, Chief Executive Officer, SEAP
- **Mark Barnes**, Clinical Director, East Sussex Better Together Board
- **Pete O'Mant**, SEAP
- **Richard Sunley**, Interim Chief Executive Officer, East Sussex Healthcare NHS Trust
- **Sharon Dewis**, SEAP
- **Tina Lloyd**, East Sussex Healthcare NHS Trust
- **Viki Ashby**, Sussex Partnership NHS Foundation Trust



## Appendix 3

Over 35 guests and partners visited the tour and were invited to give their feedback. Below is just some of the feedback we received from partners.

I feel privileged to have been asked to attend the Red Bus event and in so many locations! The benefits for ESHT were two-fold. The first was the opportunity to network and build working relationships with the other organisations present. I had productive and interesting discussions with South East Coast Ambulance (SECAMB), Sussex Partnership Trust, representatives from the CCGs, friends of EDGH, Adult Social Care, representatives of the council, 2 Mayors and last but certainly not least Healthwatch! I learnt how patient experiences can support improvement in the quality of services from all of these perspectives which was enlightening.

The second and for me the most important aspect of the event was the chance to talk to members of the public both opportunistically and purposefully. It was a shame that I could not wear my nurse's uniform as I'm sure this would have made my role clear and so prompted the public to come to me but unfortunately this would have been against our Uniform Policy. Despite this slight barrier Elizabeth from Healthwatch did a really good job of referring people to me who had an observation to make of the services that East Sussex Healthcare provide. My expectations couldn't have been more different to what I actually experienced. If I am honest I was expecting a challenging time and for people to use it as an opportunity to complain but what I found was that people could not have been more complimentary all of which I have fed back to the relevant Matrons so that these can be shared with their teams. There were of course some people who had questions and observations of how ESHT could improve their services but what I found was that everyone without exception were respectful, constructive and completely genuine in their desire for us to improve and get it right for others. I have come away with some actions that I will complete within the honest and realistic timescales for feedback that I gave to them. There were one or two actions that were completed immediately as a priority.

I would be delighted to participate in next years Red Bus event. The concept completely delivered in that people with their busy lives were able to pass on their comments without inconvenience, in other words the services came to them rather than the other way round. Well done to Healthwatch for all of the hard work that in my opinion really paid off.

**Angela Colosi, Assistant Director of Nursing (East),  
East Sussex Healthcare NHS Trust**

Really valuable to be within local communities, and being able to have different conversations with people who may not naturally engage. It was very well organised with very helpful information available from people and a good mix of staff on hand to chat through any issues arising.

**Jessica Britton, Chief Operating Officer, NHS Hastings and Rother CCG**



I thought it was a very successful afternoon and I enjoyed the opportunity not just to meet with members of the public, but the opportunity to meet colleagues from other organisations and do some networking. My view is that it was beneficial for my own organisation in that it enabled us to start to gather information on the public's awareness of safeguarding and around whether people know how to report a concern they may have. I also learnt more about the varied work that Healthwatch do which was useful for my own learning. I would be interested in contributing to another similar event next year. Good use of camera man to capture vignettes. Thank you for opportunity to be part of this.

**Delyth Shaw, Safeguarding Coordinator / Senior Practitioner,  
Safeguarding Development Team**

I found this to be a very positive experience, in terms of the level of engagement with members of the public. It was of benefit for the Safeguarding Adults Board to attend; many information leaflets were able to be given out, many discussions held about recognising abuse and neglect and how to report this. It was also interesting to see the interest the public had in learning more about Healthwatch, and also to observe the amount of people that were happy to give their feedback on various services, and a few people to give these views on film.

I would be very interested in participating again if the activity is repeated next year, and from the SAB perspective, it is very helpful to be linked in and work so closely with Healthwatch and be part of public engagement events.

**Fraser Cooper, Development Manager, Safeguarding Adults Board**





## Appendix 4

Feedback Forms distributed				Forms returned since the tour	
Location	Avaiable	Returned	Distributed	10/09/15	16/09/15
Eastbourne	500	298	202	21	0
Seaford	150	15	135	6	1
Lewes	850	680	170	31	0
Bexhill	500	327	173	8	6
Hastings	500	305	195	3	3
Crowborough	500	395	105	0	2
Forest Row	500	423	77	1	2
Rye	500	410	90	3	0
Battle	500	400	100	3	0
Totals	4500	3253	1247	76	14



# Contact us

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**Website:** [www.healthwatcheastsussex.co.uk](http://www.healthwatcheastsussex.co.uk)

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 December 2015 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 licence agreement.

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

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## Notes: