

Activity Report Q1

1st April – 30th June 2025

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Project Work & Reports

Loneliness Report

In June we published our report showing the experiences of people living with loneliness in Herefordshire. Loneliness is a quiet but widespread issue affecting people of all ages across Herefordshire.

The research undertaken by Healthwatch, arose from the Herefordshire Together Collaborative – including general practice, The Local Authority, Public Health and Healthwatch Herefordshire. The aim was to better understand the lived experience of those feeling lonely. Through listening to personal stories and perspectives, the project highlights the reality of loneliness in our county and explores how this differs from social isolation.

Through truly hearing these voices and experiences we can begin to shape meaningful, lasting solutions.

A copy of the full report can be read [here](#).

The report talks about the difference between Loneliness & Isolation:

“I didn’t want to say I was lonely—I thought people would just assume I had no friends or that something was wrong with me.” – Quote from a Male, 22, Rural Herefordshire

We heard people’s thoughts on the stigma of loneliness.



Key factors for loneliness:

- Most people we engaged with told us they were lonely almost all the time, frequently or sometimes.
- We identified the Covid-19 pandemic, being widowed or divorced and/or having a long-term health condition as key factors to loneliness.
- Most respondents said there wasn't any general opportunities to meet new people in their local area, existing activities were for specific 'topic' groups (such as sports, interest clubs and creative groups for example)
- Being a caregiver can increase likelihood of feeling lonely.
- Some people highlighted issues in attending community groups including accessibility, issues with transport & difficulty find groups outside of working hours.
- Most respondents identified problems with their housing providers (repairs and maintenance delays, damp mould & condensation issues and heating & insulation issues) and inadequate financial support as causes for loneliness and/or isolation.
- It was identified that many people were dissatisfied with their current relationships, and some told us they have no friends that can call upon.
- Many also expressed that they would find it difficult to ask for help, with some identifying that the cause being feeling embarrassed or uncomfortable.
- Most participants feel most lonely in the evening and at weekends.
- Over 40% of respondents told us they don't feel very connected to their local community.
- 68% of participants felt that their loneliness contributes to their poor physical or mental health.

It was notable that in our learning and feedback to understand the solutions that are needed, traditional schemes like befriending weren't raised. The feedback was much more fundamental and focused on creating the conditions for people to feel valued, welcome, included and for opportunities to connect with people in a meaningful way to be accessible, particularly to those in rural areas.

Read the full report [here](#) to find out more of the recommendations and to see what we have been sharing with partners in Herefordshire.

Immunisation Report

During the last quarter Deb & Amy from the team have been working with Herefordshire Public Health teams to produce a communications suite of tools to drive improvement in childhood vaccination rates in Herefordshire.

The aim of the project is to improve uptake of childhood vaccinations in the county to a level of 95%. To do this it is important to understand the barriers to having vaccinations for these issues/challenges to be addressed in the communications.

The project had two parts;

1. Reaching out to certain communities such as migrants and Gypsy Roma, & Travellers as they are some of the most under vaccinated communities identified in Herefordshire – to engage with them to understand their perspective on vaccinations and the barriers they may encounter.
2. Following the engagement work, communication resources including videos and posters will be created by us to address the barriers highlighted through our engagement.



163 responses to the online survey



244 face to face engagement interactions (through GRT sites, schools, children's groups in the community and general engagement events around the county)



discussions with health professionals such as Health Visiting teams & Primary Care Networks



30 phone & email communications with schools and nursery settings to share the survey and ask for their feedback

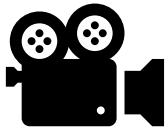
Top themes that emerged from this engagement;

1. Overload of vaccinations in 'one go'
2. Mistrust in public bodies
3. Allergic/bad reactions to vaccinations
4. Concern of the links to Autism
5. Ingredients, effectiveness & natural immunity

Report Recommendations

- Reassurance regarding the number of vaccines given at one time
- More information to the public giving trusted sources of information on vaccinations
- Communication to address concerns that have developed since Covid-19
- Reinforce messaging regarding the complications and effects of contracting serious illness
- Administration checking exercise as some records don't reflect the vaccinations being completed/so recorded as unvaccinated incorrectly
- Communication and support to address concerns about the links to Autism
- Myth busting resources created for health professionals
- Reinforcement of the message around 'herd immunity'

Read the full report by clicking [here](#).



The videos made by Healthwatch Herefordshire will be available soon and shared on our website and social media pages!



Spotlight On...

PPG Networking Event

During June we held our first PPG (patient participation groups which are part of every GP practice) networking event. Healthwatch created this event as part of the on-going feedback we have been hearing over the last year with our increased engagement with PPGs.

PPGs are volunteer groups that support GP Practices in representing the patient voices and feeding back on services – this combined with the role of Healthwatch championing patient voice and supporting community-led health initiatives means we have a great opportunity to work together and bring to the forefront the value that PPGs can have when working with their GP Practice and patients in their community.

In Herefordshire not all GPs surgeries have an active PPG, this has mainly been driven by the 'pause' during the Covid-19 pandemic and in some cases, surgeries have been unable to recruit volunteers and re-start their PPGs.

Healthwatch Herefordshire over the last year have been working with a variety of PPGs across the county to start to look at ways in which they can support their respective GP practices but also real shine a light on patient voices in their areas.

Our first event in June, held at the Kindle Centre saw around 14 PPG members from across the county come together to talk about what these networking events can look like moving forward and what PPGs need to work more effectively and actively within their communities.

We were lucky enough to have Healthwatch Herefordshire's Chair and retired GP – Andy Watts came along and talk about the value of PPGs from his experience in General Practice.

These are some of the things we talked about in the first event;



Shared Learning & Good Practice between PPG's



Stronger Collective Voice across the county



Tackle Common Issues Together & reduce duplication



Build confidence and capability

What we learnt about the Needs & Challenges faced by PPGs in Herefordshire:

- Lack of clarity about their role
- Limited engagement in some PPGs
- Poor communications from some GP Practices in proactively involving their PPG
- Lack of training and support (around NHS & GP service structures, how to engage underrepresented patients and how to run an effective PPG)

As a first step in Healthwatch supporting PPGs alongside these Networking Events we have created a 'first draft' of a Toolkit – this is our first Toolkit that gives PPGs a 'one' stop place for information about with Healthwatch, working with GP Practices, Settings up a PPG, recruitment of PPG members and useful forms and guidance notes.

Click [HERE](#) to view the Toolkit.





Spotlight on...

Hear our Voices Event

May saw our **4th Hear our Voices Event** held at the Kindle Centre in Hereford.

These events are co-proudced with Mencap Herefordshire, Echo, Healthwatch Herefordshire and funded by Herefordshire Community Foundation. The event brings together members from the learning diability community across Herefordshire in an open forum talking about all things health and social care and what matters to them and more importantly how they want to interact with these services and how they want to be considered and treated.

Our event in May saw **77** people join us to talk about topics such as;

- Have Your Say about The New **Learning Disability Plan with Herefordshire Council**
- Community Acitivities – thinking about where they spend their time
- **Community Health Champions Project** – Healthwatch Herefordshire
- **You said, we did** – Herefordshire Mencap

Kevin Stuchbury from Herefordshire Mencap opened the day and said:



“We have another interesting day ahead. We will be working with Herefordshire Council on the next steps towards a refresh of its Learning Disability Plan. This Plan is about Our Lives, Our Futures.”

Some of the themes we heard during the day around where you live and whats working well & not so well were as follows;

What works well in your commuity:

- Independence/having own space and choices
- Having company/living with family/close to famil and friends
- Having suport & access to fun and activties

What isnt working so well in your community:

- Access to transport
- Housing – waiting times & not a lot available that is accessible
- Not many acitivites that are evening and weekends which can be hard
- Cost of activites and transport can often be too much & there isnt much in the market towns.

Click [HERE](#) to read the full event report

Engagement & Events

Quarter 1 of 2025 has been a busy quarter for engagement, aside from Chatty Caravan outings we have engaged through a wide variety of channels and working with other local providers to maximise contacts with communities.

Here are some examples of the places we have been;

- Kington OAK Health & Wellbeing Day
- Stirling Lines – Army Garrison
- Local supermarket pop-ups
- Ledbury Community Day
- Hereford Lads Club Junior football team event
- Maylord Orchard's Job Fair
- Herefordshire Council Staff Networking & Wellness Event



Our Story Bank

During April to June we have continued to collect a wide range of stories here are the main topics;

- **Loneliness**
- **Mental Health support**
- **Cancer journeys**
- **Carers**
- **Homelessness**
- **GRT Engagement**

Influencing Strategy & Planning in Health & Care

Healthwatch plays a partnership role in a varied range of boards, working groups and forums in Herefordshire and across our wider integrated care system footprint (Herefordshire and Worcestershire), where we:

- Hold commissioners and providers of health & care services to account.
- Advocate for the involvement and co-production of service design and delivery with communities.
- Feed in the views that we have heard directly from residents or from other voluntary and community sector organisations.

The following are some of the strategic work undertaken this quarter:

- Herefordshire Council LGA Peer Challenge
- Herefordshire Homelessness Forum chaired by Healthwatch Herefordshire.
- Neighbourhood health model development
- Hosted Charity Chief execs breakfast club
- Capture and ensure the voice of homeless people was integral to the development of the county homelessness prevention strategy and hosting a cross-sector strategy development workshop

Forums Healthwatch Attend

Regional Forums:

- Healthwatch England forums; Engagement, communications, volunteering, Equality Diversity & Inclusion Network
- Healthwatch West Midlands Network

Herefordshire & Worcestershire Integrated Care System Forums:

- Mental Health Joint Committee
- ICS Partnership Assembly
- Children's Programme board
- Health inequalities prevention and Personalisation collaborative
- Quality, resources, and delivery committee
- Dementia Programme board
- Strategic Commissioning Committee
- Embedding the VCSE in the ICS
- Carers Partnership
- VCSE Faculty
- ICS Academy Steering Group
- Work well strategy group

Herefordshire Forums:

- Health & Wellbeing Board
- One Herefordshire Partnership
- Herefordshire Engagement Network
- Children's and Adults Scrutiny Committees
- Learning Disability Partnership Board
- Autism Partnership Board
- Adult Mental health partnership
- Children and young people emotional health & wellbeing partnership
- Dementia Partnership
- Children & Young People's Partnership
- Transformation Tuesday
- Adult Safeguarding Board
- Wye Valley Patient Experience Group
- Herefordshire Together Collaborative
- Youth engagement forum
- Oral health improvement board
- BRAVE strategic group.
- Homelessness Forum
- Herefordshire Health Inequality board.
- Community Action Network meetings
- JSNA steering group

Information, Advice & Feedback

Q1 (2025) Enquiry Insights



Total Enquiries 38



26 WEBSITE



6 OUTREACH



4 EMAILS



2 PHONE CALLS



30 Women

4 Men

4 Unknown



0-12 (0)

16-24 (1)

25-49 (9)

50-64 (10)

65-79 (12)

80+ (3)

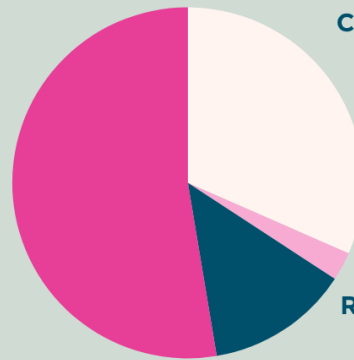


27 White British/White Other

2 Roma

9 Prefer not to say/Unknown

Concerns
52.6%



Complaints
31.6%

Request for Info
2.6%

Compliments
13.2%

Top Complaint Themes

1. Access to services/wait times
2. Booking Appointments
3. Communication from services

Top Service Themes

1. GP Services
2. Hospital/ED
3. Wait times

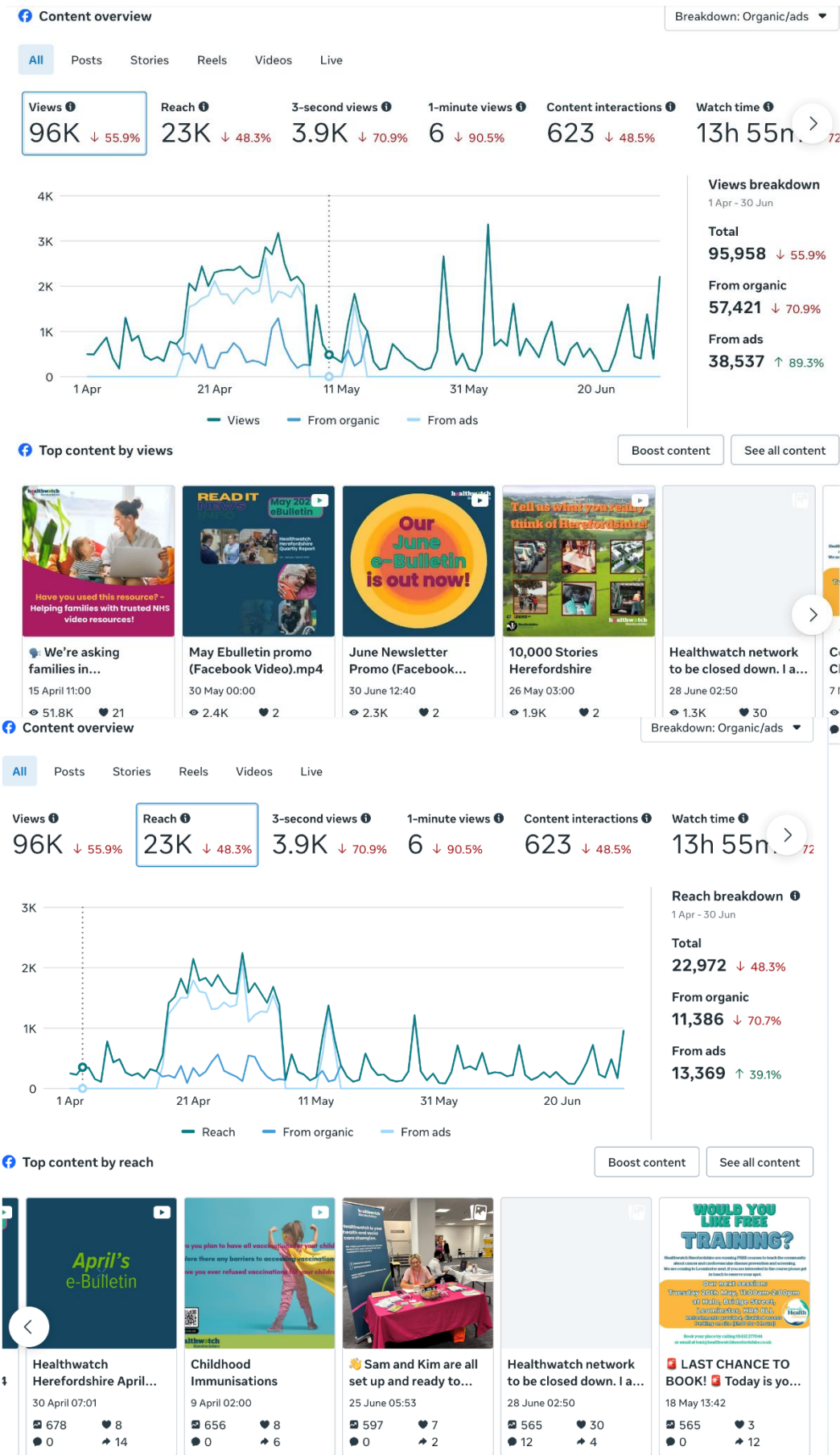
Top Compliment Themes

1. Access to services
2. Bring treated with kindness, dignity & respect
3. Quality of treatment



Analytics

Appendix A – Q1 social media & web performance Healthwatch Herefordshire Facebook page



All content

Ad account: Harry Healthwatch 1374896642756925

Create Post

Posts and stories










Media type

Filter

Clear

Search by ID or caption

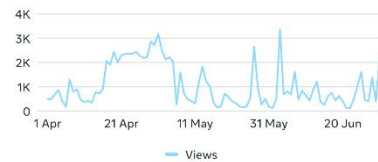
Columns

Title			Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 We're asking families in Herefordshire: Have you see... Healthwatch Herefordshire	Boost		15 April 19:00	15.8K	18	5	8
 10,000 Stories Herefordshire Video · Healthwatch Herefordshire	Boost		26 May 11:00	1.1K	1	2	3
 May Ebulletin promo (Facebook Video).mp4 Video · Healthwatch Herefordshire	Boost		30 May 08:00	850	2	0	13
 Healthwatch Herefordshire April eBulletin Video · Healthwatch Herefordshire	Boost		30 April 15:01	678	5	0	14
 Childhood Immunisations Video · Healthwatch Herefordshire	Boost		9 April 10:00	656	3	0	6
 Sam and Kim are all set up and ready to chat at the H... Photo · Healthwatch Herefordshire	Boost		25 June 13:53	597	5	0	2
 Healthwatch network to be closed down. I am shocked ... Photo · Healthwatch Herefordshire	Boost		28 June 10:50	565	29	10	0
 LAST CHANCE TO BOOK! 📅 Today is your final opp... Photo · Healthwatch Herefordshire	Boost		18 May 21:42	565	1	0	12
 Community Health Champions Training Video · Healthwatch Herefordshire	Boost		7 May 09:01	513	1	0	1

Views ⓘ

Export

95,958 ↓ 55.9%



Reach ⓘ

Export

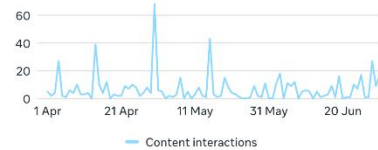
22,972 ↓ 48.3%



Content interactions ⓘ

Export

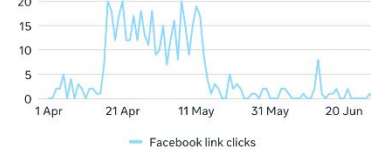
623 ↓ 48.5%



Link clicks ⓘ

Export

465 ↓ 24.9%



Visits ⓘ

Export

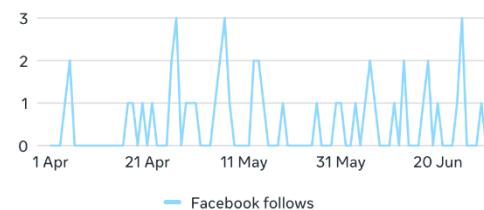
1,534 ↓ 39.4%



Follows ⓘ

Export

47 ↓ 63%



Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Charities and religious organisations category

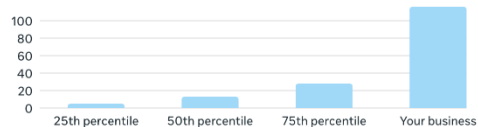
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content

116

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published more posts and stories compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create Post

Facebook

2.2K

Similar to others

Typically:
1.7K

Follows

13

Similar to others

Typically: 13

Content interactions

147

Lower than others

Typically: 415

Content overview

Breakdown: Organic/ads

All Posts Stories

Views

5.7K

↓ 5.6%

Reach

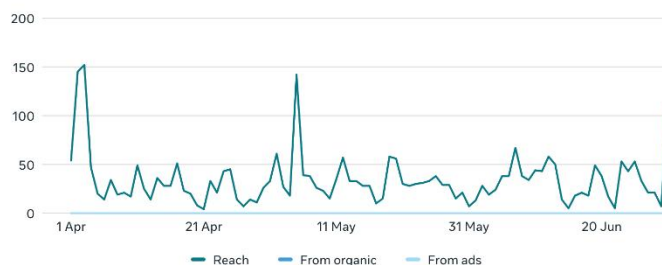
963

↓ 9.7%

Content interactions

98

↓ 21%



Reach breakdown

1 Apr - 30 Jun

Total

963

↓ 9.7%

From organic

963

↑ 12%

From ads

0

↓ 100%

Top content by reach

Boost content

See all content

Content overview

All Posts Stories

Views

5.7K

↓ 5.6%

Reach

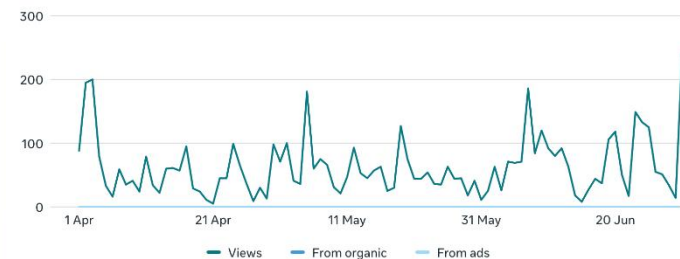
963

↓ 9.7%

Content interactions

98

↓ 21%



Views breakdown

1 Apr - 30 Jun

Total

5,690

↓ 5.6%

From organic

5,690

↑ 0.7%

From ads

0

↓ 100%

Top content by views

Boost content

See all content

Healthwatch network to be closed down. I a...

30 June 03:23

293 6

Need a second opinion about your...

5 May 04:02

208 4

April is Stress Awareness Month!

1 April 09:06

156 0

Did you know? Men in Herefordshire are...

23 June 08:56

152 0

What Do You Think About Childhood...

2 April 02:00

142 0

Contract metrics

Contract Key Performance Indicators

Key Performance Indicator	Evidence
Volumes and nature of enquiries and signposting activity	P13
Customer Satisfaction	<p><i>"You gave us a safe space to speak openly – that doesn't happen often – Attendee of the Community Health Champion April 2025</i></p> <p><i>"Your team came to us – in our local community space and listened with real empathy – that's rare." – Attendee of the Kington OAK wellbeing day April 2025</i></p> <p><i>"It's reassuring to know someone is out there making sure patients are being listened too" – Ledbury Community Day Attendee June 2025</i></p>
Numbers and characteristics of customers assisted through Healthwatch Herefordshire (Gender / Age / Geographic location / Disabilities / Ethnicity Customers from traditionally difficult to reach groups)	P13
Accessibility and engagement	Engagement & reports section p3-8, Strategies and influencing work Page 10-11
Numbers of reports and recommendations produced and the outcomes of these,	Engagement reports section p3-9 To be developed, an action tracker for recommendations

Social Value

Social Value Indicator	Evidence
Deliver 300 unpaid work experience and /or volunteering weeks for young people aged 14 – 24, including individuals from underrepresented groups.	X9 Community Health Champion Volunteers trained (3 hour sessions for each person trained)
Offer a number of curriculum and career support activities with schools.	In Q1 when worked with NMITE, Royal National Collage for the Blind, Hereford & Ludlow Colleges. Hereford Hoople Jobs Fair. St. Thomas School Hereford.
Work with the voluntary community and social enterprise and charity sector (VCSE) to deliver 1000 hours of community activities that support localised needs.	Work through Lee's place and the volunteers there (see Lee's place report) Daily sharing of social media posts that support local VCSEs in their events/awareness campaigns & inclusion of VCSE info in eBulletins.
Reducing carbon use by 2030 – contributing towards making sustainability, resilience, and carbon minimisation central to all our actions.	Home working, recycled paper, local suppliers, digital tools. Car sharing for project working and meetings.

Healthwatch Herefordshire

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