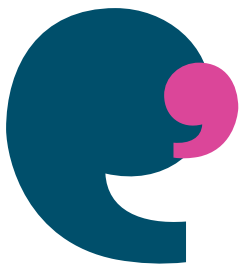




# Our Strategy 2024 – 2028

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## **Our Strategy 2024 – 2028**

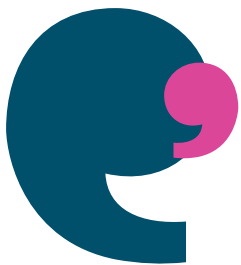
**Healthwatch Hertfordshire (HwH) represents the views of people in Hertfordshire for health and social care services. We provide an independent consumer voice for evidencing patient and public experiences and gathering local intelligence with the purpose of influencing service improvement across the county. We work with those who commission, deliver, and regulate health and social care services to ensure the people’s voice is heard, and to address gaps in services quality and/or provision.**

### **Our Vision**

**‘Healthwatch Hertfordshire: Challenging, Changing and Championing Health & Social care in our community’**

### **Our Strategy 2024 – 2028**

In our previous strategy covering the period up to March 2024 we commented on the strength of the organisation including our strong reputation with those in Health and Care who make key decisions; our research work; our signposting service dealing very effectively with complex cases to support patients and enable their voices to be heard; our strong governance and our committed and talented Team. We also commented how we had evolved effectively to meet the changing world of health and social care.



But the strategy made a strong statement about a need for change at that time. This recognised that a new financial model was required to generate revenue to supplement the reductions in our commissioned budget. There was also a recognition that the staff team were overstretched – an issue that still needs resolving.

In this strategy a fundamental shift in approach is not required. However this strategy is important to help us focus our limited resources on priorities, and enable us to deal with external uncertainty, changes, and transformations.

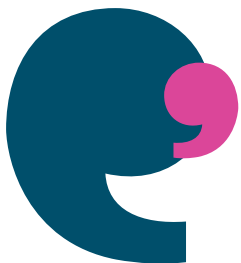
Within our approach we have considered what our service users/stakeholders need from us and how is that changing including demographics and changes in the health and care sector. We also considered what we needed to do to protect the sustainability of the organisation, and this encompasses maintaining relationships, reputation, retaining workforce, financial sustainability.

Looking forward our direction is to continue to focus on:

1. influencing at a strategic level
2. focusing on evidence and outcomes
3. reaching more seldom heard groups and
4. raising revenue

The last focus on raising revenue is crucial to the financial model of the organisation. It enhances the focus on the other three objectives. This is through enabling a wider set of skills and strengths to be included in the staff team, encouraging a broader of range of partnership opportunities and leveraging these. This virtuous circle provides stability and capacity whilst strengthening our external links.

It is important that our work has impact. To ensure this occurs our research reports have recommendations for improvements for patients. These are



monitored so we can hold the NHS and social care to account for taking action.

The breadth of our agenda and the need to ensure what we do has impact and holds the system to account means that we can't do everything. So we need to reflect the strategic focus and direction as above in our work over the next five years. Similarly our focus on involvement from our diverse and seldom heard communities remains fundamental and is a strong steer from our commissioners.

Our approach also needs to acknowledge that structural change and transformation is a feature of the health and social care environment and our ability to be a sustainable and flexible organisation remains vital in that context.

However the need for the patient and service user voice to be heard remains as important as ever and we look forward to making a difference to the health and wellbeing of local people.

We continue to see our role as independent 'critical friends', challenging organisations to ensure the best care for Hertfordshire's communities whilst maintaining strong and positive relationships with statutory bodies, and other organisations.

To deliver our role, organisational values are very important to us, are therefore part of this strategy, and signal our style of working to implement it.

### **Our values underpin all that we do, these are:**

- ✓ Compassion and Equality
- ✓ Influential
- ✓ Credible
- ✓ Independent
- ✓ Supportive

# Our strategic objectives will steer our work through:

## 1. Influence at a strategic level

### We will do this by:

- Strong and effective relationships with strategic decision makers and involvement in key partnerships
- Undertaking work that has impact and influence at system level ie. Holding to Account

## 2. Focus on evidence and outcomes

### We will do this by:

- Making recommendations for service improvements, communication and monitoring the implementation of these
- Enabling people to access the services and support they need

## 3. Reach more seldom heard groups

### We will do this by:

- Engaging with communities to build trust and enable a more diverse range of experiences and views to be heard
- Supporting communities whose voices are seldom heard through targeted and diverse approaches to reflect needs and preferences

## 4. Raise revenue

## **We will do this by:**

- Building our reputation for delivery of high quality research projects with both existing and new clients
- Having a portfolio of key products to match the needs of local providers and commissioners

