

To: Healthwatch Surrey Board

From: Matthew Parris

Date: October 2018

Healthwatch Surrey Influencers Strategy

Purpose of this paper: To update the Board on the outcome of a review of the Influencers Strategy

The Board is asked to: Note that a review has taken place and approve plans for further review of the strategy

The Board approved the Influencer Strategy in October 2017 and requested that a review be conducted of it after 1 year.

A review, conducted by the senior management team, has found that:

- Establishing explicit goals for the relationships Healthwatch Surrey (HWSy) has with key influencers¹ has enabled the team to be more focussed in its relationship development activity
- The strategy supported the achievement of goals with 'Existing Funders' and 'People in the community who are regularly engaging with the health & social care system'
- A majority of goals with key influencers (62 of 81 relationships) are being achieved
- Relationships within the categories 'Potential Funders', 'Top Leaders' and 'commissioners' have been particularly successful

However:

- More needs to be done to involve volunteers in relationship development roles with key influencers in order to maximise the impact of HWSy's work
- More progress needs to be made with relationships that HWSy has with decision making forum that it attends

The senior management team have decided to adopt a similar approach to the way it maps, monitors and approaches relationship development with key community groups which can support HWSy engagement activities.

It is proposed that the categories of influencer that have been identified and associated goals for these relationships be reviewed in 12 months.

¹ People who either make or directly influence decisions about health and social care services