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Middlesbrough

healthwatch
Redcar and Cleveland

Roadshow Report



FRIDAY 14TH OCTOBER 2023
QUEEN . AVALANCHE PARTY
GRRRLS . SHELF LIVES . CIEL
THE JOY HOTEL . CATHY JAIN
ALIE CHICKS . CHIEF THE RAPPER . CHERYM . DILETTANTE
LIKE WOLVES . EYECONIC . GONE TOMORROW . HANG LINTON
HEIR . IRKED . JEN DIXON . JUICE POPS . KITTY FITZ . LIZ CORNEY
MARKETPLACE . MEGAN WYN . MELANIE BAKER . ME LOST ME
REIGNMAKER . SAGE TODZ . SLIX . SPIELMANN . SUDS . WEATHERSHIP
TEES-SU.ORG.UK /teesideau

BONGOS BONGO
MIDDLESBROUGH

THU 21 SEP	SAT 30 SEP	FRI 13 OCT	FRI 27 OCT	SAT 04 NOV
THU 16 NOV	FRI 24 NOV	FRI 01 DEC	SAT 09 DEC	THU 14 DEC

THE HUB
"AN ABSOLUTELY WILD RIDE"
LADDBLE

SCAN FOR DATES!

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About

In September 2023, Healthwatch South Tees (HWST) welcomed two new Engagement & Events Officers to the team as a way to increase awareness of our function with South Tees communities and encourage additional feedback of health and care services to inform our work. This has been approached through 'roadshow' type activities with one of these roles specifically focussing on local ethnic minority communities.

The following activity has been carried to support this approach:

1. Posters, and banners produced that are visually striking and grab the attention of the public that provide essential information about Healthwatch South Tees and its function.
2. Interactive displays included in our stalls that reduce barriers to conversations and encourage people to learn more about the role of Healthwatch South Tees.
3. Production of promotional items such as pens & tote bags that feature the Healthwatch South Tees logo and ways to contact us.
4. Improved time sensitive social media communications to inform communities where we'll be ahead of time instead of always being retrospective which supports our campaigns.
5. Increased links and connections with new and existing local stakeholders to support this approach.

By incorporating these elements, they have created a successful roadshow programme to date, that raises awareness of Healthwatch South Tees and provides opportunities for people to have a voice.

Places We have Visited

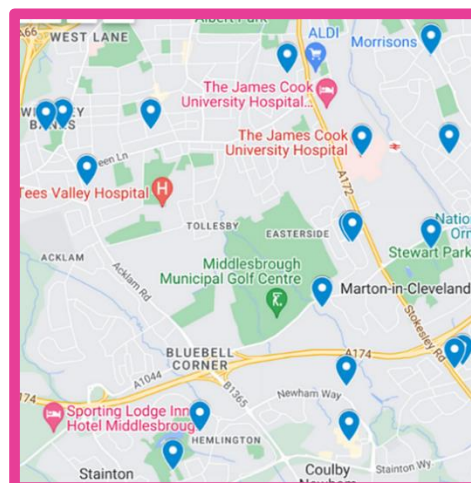
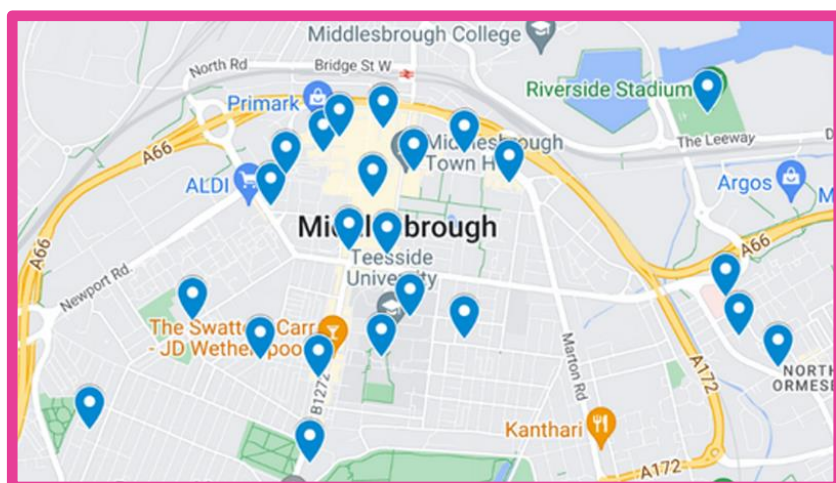
Below is a list of venues that we have visited in the first six months of our roadshows.

• Acklam Green Centre	• Marton Pharmacy
• Age UK, Guisborough	• Middlesbrough Central Mosque
• Birkdale Community Centre	• Middlesbrough FC Stadium
• Boosbeck Village Hall	• Middlesbrough Town Hall
• Chinese Youth Community	• MVDA
• Coatham Memorial Hall	• Newport Community Hub
• Dementia Action Teesside	• Redcar Primary Care Hospital
• Easterside Community Hub	• Sensory drop in, Live well Centre
• Four All Cafe	• Skelton Court Care home
• Grenfell Club	• Stewart's Park Henrys Cafe
• Grove Hill Hub	• Tees Valley Women's Centre
• Halo Project - Refugee Visit	• Teesside University
• Hindu Temple	• The Exchange
• Hope Foundation	• Thorntree Community Hub
• James Cook Hospital	• Triage Centre
• Knit & Natter, Marton	• Ubuntu Multi-Cultural Centre
• Laburnum Road Library	• Woman Today
• Leonardos Hotel, Middlesbrough	• World Aids Day - Teesside Uni
• Marton Library	

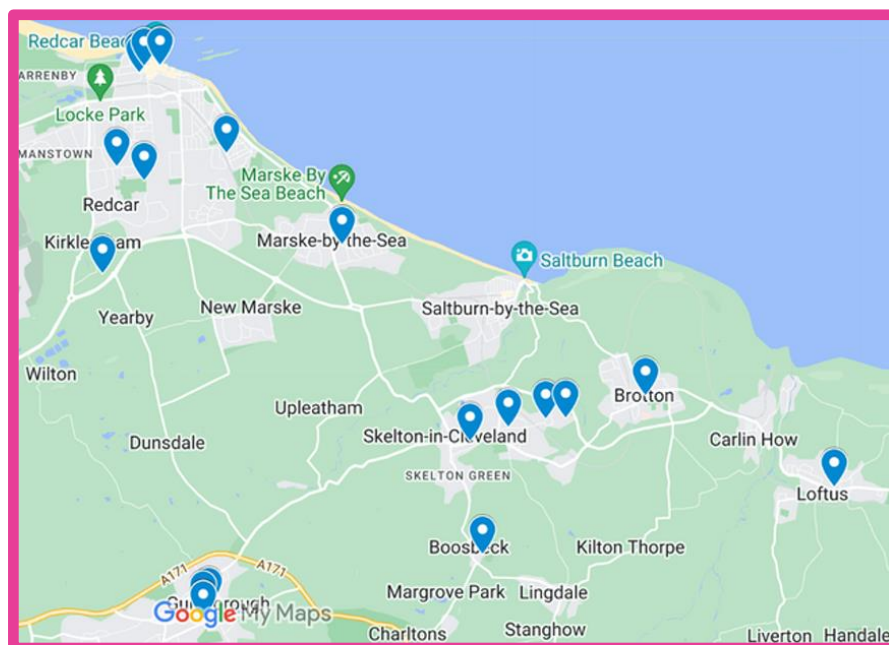
Engagement Maps

The maps below display some of the locations we have already visited, across South Tees. In the next year we want to continue to build our connections and increase our reach even further in the wider community.

Middlesbrough



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Facts & Figures

The following has been achieved as a result of our roadshows.

We engaged with over 3,259 people through roadshow activities.



Information & Signposting enquiries have increased by 55%



Statistics indicate that the volume of Information and Signposting enquiries has risen by 55% over a six month period. This increase can be attributed to various engagement activities delivered during this time but the roadshow, has had the biggest impact on the increase of contacts we have received.

Volunteering opportunities increased by

112.5%

With the team's increased capacity, we were able to offer our dedicated volunteers and Champions more opportunities to participate in and support our activities and events, promoting HWST. Over the past few months, the number of volunteering opportunities has surged by an impressive 112.5%, significantly enhancing our efforts to raise awareness of HWST within local communities.



I volunteer with Healthwatch South Tees because they make me feel like I am part of the family. – Anthony, Volunteer



Volunteer Recruitment

Our roadshows' success is attracting additional volunteers and champions, giving us more chances to spread the word about HWST. As a result, the community of volunteers has now grown by 50%.



Key Stakeholders

In the first six months, our commitment to collaboration with key organisations continues to strengthen, enhancing our efforts to encourage individuals to share their experiences of health and social care services. Among these organisations are James Cook Hospital, Triage, and Stronger Communities to name a few, all of whom play a vital role in facilitating this exchange of perspectives and promoting community engagement.

BME Awards

Due to the team's dedication to equality, equity, diversity, and inclusion, HWST was honoured as the first runner-up at the Black and Minority Ethnic (BME) Awards 2023. This recognition highlighted the work HWST has done to promote our service to all local communities across South Tees. This included adverts and social media posts in different languages that empowered and encouraged BME groups and individuals to access health and social care services as well as provide us with essential information, based on their experiences.



Coming Up in 2024

In 2024, the team have some big plans to raise awareness of HWST by continuing roadshow type activities and building on relationships with communities who have barriers to engagement across Middlesbrough and Redcar & Cleveland.

Planned activities:

Coffee Mornings – The team will host regular coffee mornings in community venues, so people have an opportunity to share their stories and experiences with us face to face.

Village Halls – Following a successful pilot of engaging with village halls in East Cleveland, we recognise the significance of listening to the voices of individuals in these isolated areas. In 2024, we plan to expand our outreach to cover more of East Cleveland to promote HWST.

Religious Venues – Meeting with the Islamic communities have been successful and so we look forward to engaging with more churches, temples and other religious venues to promote HWST.

Banner Road Show – We acknowledge that being in multiple locations at the same time is not possible. Therefore, we are organising a banner roadshow to strategically display our banner and information postcards in community venues and places with a high footfall to increase awareness of HWST.

Networking Events – Attending networking events is crucial for further developing collaboration opportunities and enhancing relationships with other organisations and professionals. This engagement allows us to recruit more Champions who can offer valuable feedback about the communities they support.

Market Stalls – Indoor and outdoor markets have designated days in South Tees, and we will prioritise popular ones to share our information and resources.

Multi-Cultural Event – To enhance awareness about HWST, we are organising a multicultural event in July 2024. Our main goal is to involve various ethnic communities, establish connections at a local level, identify barriers to accessing health and social care services and encourage the sharing of experiences.

The development of Ethnic I&S Champions role – To maintain a presence in ethnic communities, an Ethnic Champions role is currently being developed to offer support, information, signposting, and gather feedback in their native language which they will share with us so the recommendations we make are reflective of the local population.

Gallery





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