

# Healthwatch Brent

## Recruitment Pack





## Contents

Welcome	3
About The Advocacy Project	4
Working for us	6
About Healthwatch	7
About Brent	8
Our vision for Healthwatch Brent	9
Staffing models & organisational charts	11
Who's who	14
Healthwatch Brent Advisory Board	16

# Welcome

Dear candidate,

Thank you for your interest in joining Healthwatch Brent. The Advocacy Project has been awarded the contract to be Healthwatch Brent's provider from 1 April 2021. This is an exciting opportunity to join The Advocacy Project to deliver the Healthwatch Brent service as it enters a new phase of its journey.

The Advocacy Project is a highly committed, people-centred organisation with a track record of growth and reputation for innovation, quality and learning. You'll be joining a highly skilled and deeply motivated team. We're proud of our vibrant, positive working culture and our commitment to staff development.

We're excited to be the new host organisation for Healthwatch Brent. We will build on the important work that's been done to date, while bringing new insights from the voices of seldom heard and hard to hear groups. You'll have an opportunity to develop the service in line with our ambitious vision, to make sure all views in Brent, including the most marginalised, are at the heart of health and care and shape the services they need.

If you'd like an informal chat about the role you're applying for, just call.

You can contact us on 020 8106 0640 or email [HR@advocacyproject.org.uk](mailto:HR@advocacyproject.org.uk). We look forward to hearing from you.



Judith Davey



Judith Davey, CEO,  
The Advocacy Project

## About The Advocacy Project

We help marginalised and vulnerable people make effective choices about what happens in their lives. We support them to speak up and to shape and improve health and social care services.

**Our aim is to make sure people across all age and care groups can:**

- **voice their concerns**
- **understand their rights**
- **make effective choices about what happens in their lives.**

We do this through advocacy services which support people individually, and user involvement projects that help organisations improve their services.

We're proud the quality of our work is being recognised more widely. We've been awarded flagship contracts with Great Ormond Street Hospital, Broadmoor Hospital, Kew Gardens and NHS England to make sure the people who use services have a real say about how they are designed.

We won the National Advocacy Award for Equality & Diversity in November 2019 and our flagship Personal Health Budget support service received 'highly commended' at the HSJ awards and has been shortlisted for the 2021 HSJ Value awards, recognising healthcare service excellence and digital innovation.

### **Our vision**

A world in which every person has a voice

### **Our mission**

To enable every person to have their voice heard, uphold their rights and make choices



# Working for The Advocacy Project

All Healthwatch Brent staff are employed by The Advocacy Project. “Making The Advocacy Project an even better place to work” is an explicit objective in our annual plan. We all strive to create an environment where staff feel supported, know their contribution is valued, and are enabled to do their best work. We are known in the sector for the strength of our learning and development programme. We have monthly staff briefings where we share news and updates, with different staff members talking about their work. People can attend in person or join by Skype. Once a year all staff join the meeting in person to build links between teams and share best practice.

“When people who use services are involved in this way, services improve and the people involved gain confidence and skills.”  
Staff survey

“The independent, flexible and adaptive way you work, ensures that many and different service users get involved.” Kiran McRobert, Gordon Hospital.

## Staff survey

100% of our staff say “My work gives me a sense of achievement”

96% of our staff say “People in my team cooperate to get things done”

96% of our staff say “In my service we deliver good service and best value”

92% of our staff say “My manager recognises and acknowledges when I have done my job well”

91% of our staff say “I believe that my line manager genuinely cares for my wellbeing”

# Working for The Advocacy Project

## Wellbeing

We are a Mindful Employer and a Disability Confident Committed employer; we provide wellbeing initiatives like a confidential care service, employee assistance programme and independent counselling.

In October 2020 our work with Bespoke Wellbeing around Musculoskeletal Wellbeing for staff working from home during Covid-19 won an Occupational Health and Wellbeing Award.

“Ten out of ten for The Advocacy Project. Their staff development programme is exceptionally strong.”

**Kate Mercer,**  
of Kate Mercer Training

## Staff development

We take staff development seriously and encourage staff to pursue personal development opportunities.

## Lectures

Each month we invite renowned national experts to give a talk on a topical issue. The lectures are open to staff as part of their learning and development and we invite local residents and professionals across health and social care to join us.

Details of forthcoming lectures are on <https://www.advocacyproject.org.uk/lectures/>.

## We've enjoyed listening to many interesting speakers:

- **Lucy Hartley**, former Chief Executive of EDP Drug and Alcohol Services, gave a talk and Q&A on what lies behind problematic drug and alcohol abuse.
- **Dr Adi Cooper**, Care and Health Improvement Advisor for London and adult safeguarding lead, and **Professor Michael Preston-Shoot**, Professor (Emeritus) of Social Work at the University of Bedfordshire, led a panel discussion on new and emerging forms of abuse and neglect.
- **Brent Cllr Ketan Sheth** led a panel debate and Q&A on reducing health inequalities for BAME communities.

### An external review concluded that:

“...staff have excellent support and training to undertake their roles” and staff find the “lectures, internal training, team meetings and case review meetings extremely helpful”

The review also stated “managers are always accessible and there was a great deal of knowledge and experience across the teams”.



## About Healthwatch

Healthwatch's primary aim is to improve health and social care services for local people. They act as the champion for people using health and social care services, to make sure their views and experiences shape the services they need. It aims to benefit patients, users of services, carers and the public through promoting and supporting the involvement of people in the commissioning and provision of services, helping services to be more responsive to people's needs and improving outcomes.

### The key requirements of the Healthwatch Brent service are:

- **Promoting and supporting** local people's involvement in the commissioning, provision, and scrutiny of care services
- **Enabling people** to monitor the standard of provision in local care services and whether / how local care services should be improved
- **Taking people's views** about local care services and importantly making these views known to those responsible for commissioning, providing, managing or scrutinising local care services and to Healthwatch England (HWE)
- **Making reports and recommendations about how local care services should be improved.** These should be directed to commissioners and providers of care services, and people responsible for managing or scrutinising local care services and shared with HWE
- **Giving advice and information** about access to local care services so people can make choices
- **Formulating views on the standard of provision**, whether and how the local care services should be improved, and sharing these views with HWE
- **Making recommendations to HWE to advise the Care Quality Commission (CQC)** to run special reviews or investigations (or, where the circumstances justify doing so, making recommendations direct to CQC)

# About Brent



**Brent is a place of contrasts**, home of the iconic Wembley Stadium, Wembley Arena and the spectacular Swaminarayan Hindu Temple. It is the destination for thousands of British and international visitors every year and stages major events such as the Olympic Games in 2012 and Champions League Final in 2013. Brent was the London borough of culture for 2020. Brent's long history of ethnic and cultural diversity has created a place that is truly unique and valued by those who live and work there with a young, dynamic and growing population.

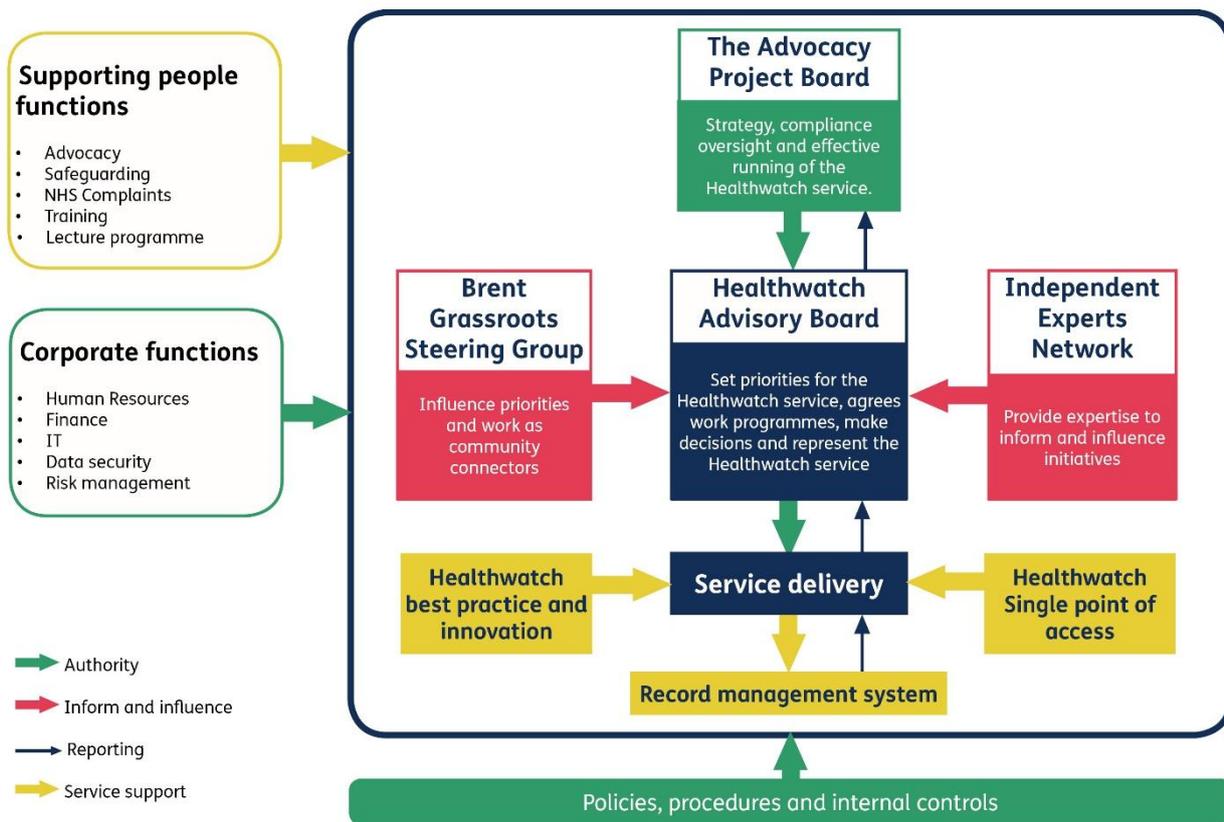
**Despite these strengths**, Brent is ranked amongst the top 15 *per cent* most-deprived areas of the country, characterised by high levels of long-term unemployment, low incomes and reliance on benefits. Children and young people are particularly affected, with a third of children in Brent living in a low income household and a fifth in a single-adult household. The proportion of young people living in acute deprivation is rising.



## Public health in Brent

Brent faces a number of specific public health challenges. There is a strong relationship between deprivation and health. Brent is considerably more deprived than the England average. A third of the adult population is not physically active, and there is a higher than normal diabetes prevalence in the borough. Brent is significantly worse than London for vaccination indicators for children and young people as well as flu vaccination rates, and more than double the rate of TB cases. The COVID-19 death rate in Brent is one of the highest in the UK, with the second highest number of confirmed cases in London. Addressing the social, economic and public health impacts of COVID-19 is a key priority for Brent council and the Health and Wellbeing Board over the next few years and Healthwatch Brent will be a key delivery partner.

# Our vision for Healthwatch Brent



## Key outcomes for Healthwatch Brent are:

- Engaging and working with local diverse voluntary and community groups
- Working with local Health and Social Care Services (Adults and Children)
- Engaging with BAME communities and other hard to reach groups

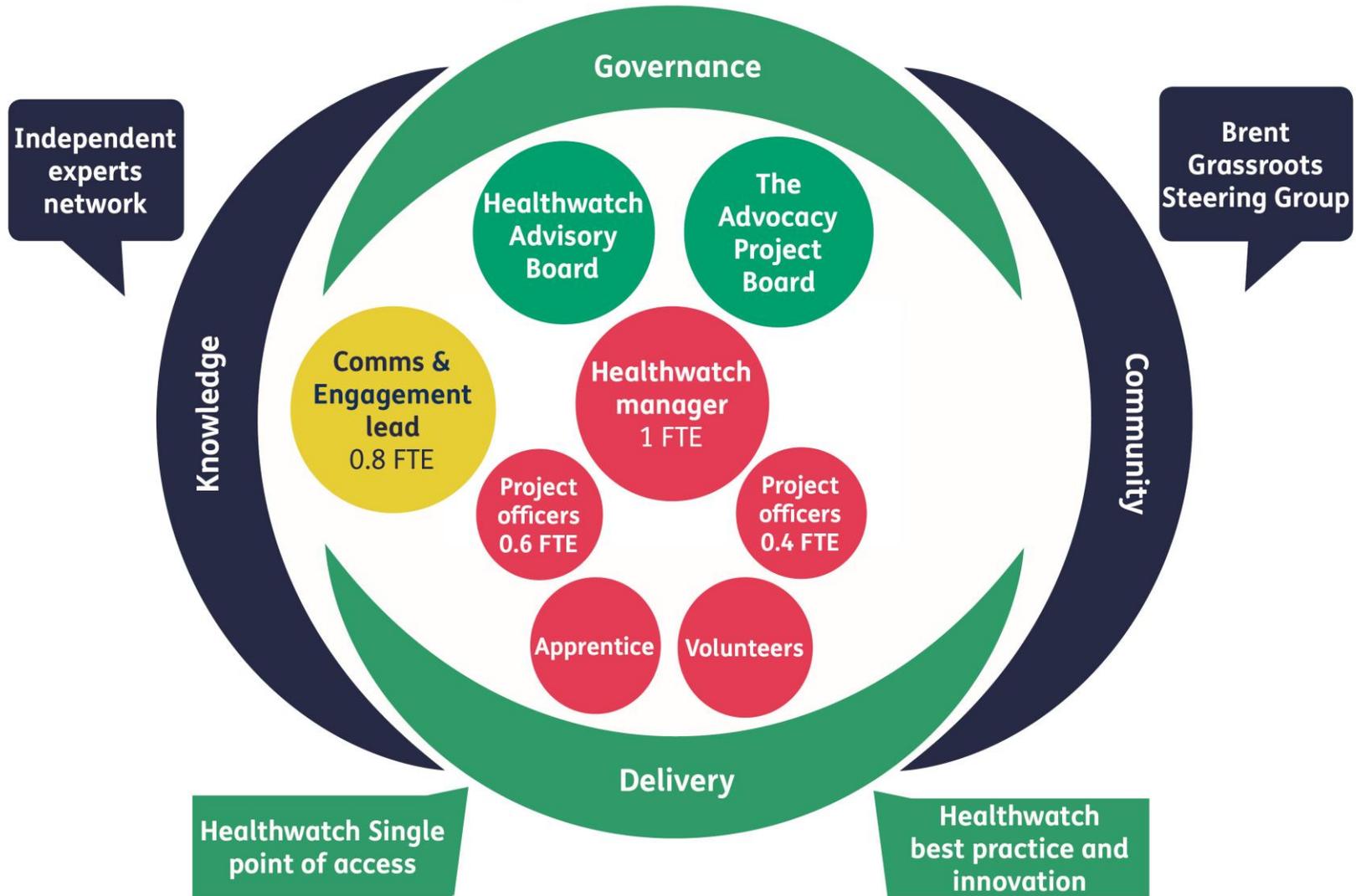


## We'll achieve this through a robust governance model incorporating:

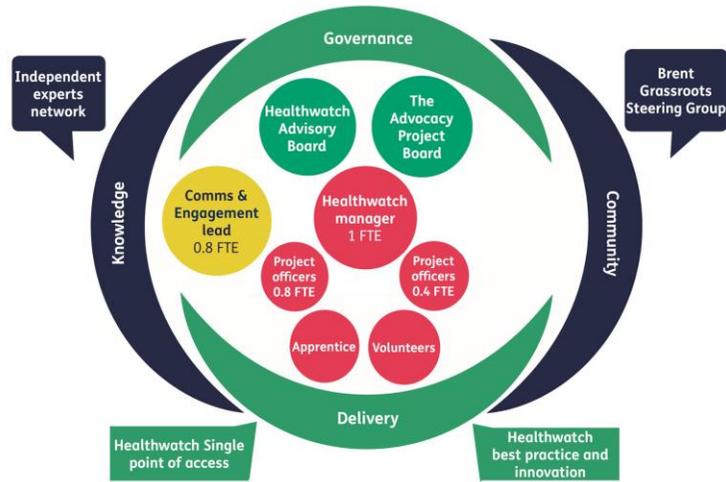
- a board of trustees, overseeing compliance of statutory functions;
- an Advisory Board, to set priorities and champion key Healthwatch functions;
- a Grassroots Steering Group, to inform and influence Healthwatch priorities and connect with BAME and hard to reach communities;
- a network of independent experts, to provide specialist knowledge and intelligence to support understanding and develop insight.



# Healthwatch Brent staffing model



# Healthwatch Brent roles and responsibilities



**Healthwatch Manager**  
1 FTE

Lead manager with overall responsibility for the delivery of the service. Responsibilities will include compliance with statutory and reporting requirements, representation at governance and key meetings, staff management, Grassroots SG membership, working to identified priorities, developing good practice and service development, social value and data analysis.

**Comms and Engagement Lead**  
0.8FTE

To lead on publicising the service through timely and accurate content on all Healthwatch Brent social media platforms. They will ensure all information meets Healthwatch brand guidelines, are accessible to different audience and are disseminated to key stakeholders. This will include effective, targeted stakeholder communications and designing audience appropriate engagement tools and techniques in partnership with Grassroots Steering Group members.

**Project Officers**  
0.8FTE & 0.4

To deliver and co-deliver consultations using the most relevant and appropriate methods to gather views of local residents. To recruit, support and train volunteers to undertake Enter and View activities and Apprentices to undertake consultations with their community groups.

**Healthwatch Single point of access**

To provide advice, information and signpost people to good quality information and relevant local and national networks to help them access services and make informed choices about health and social care.

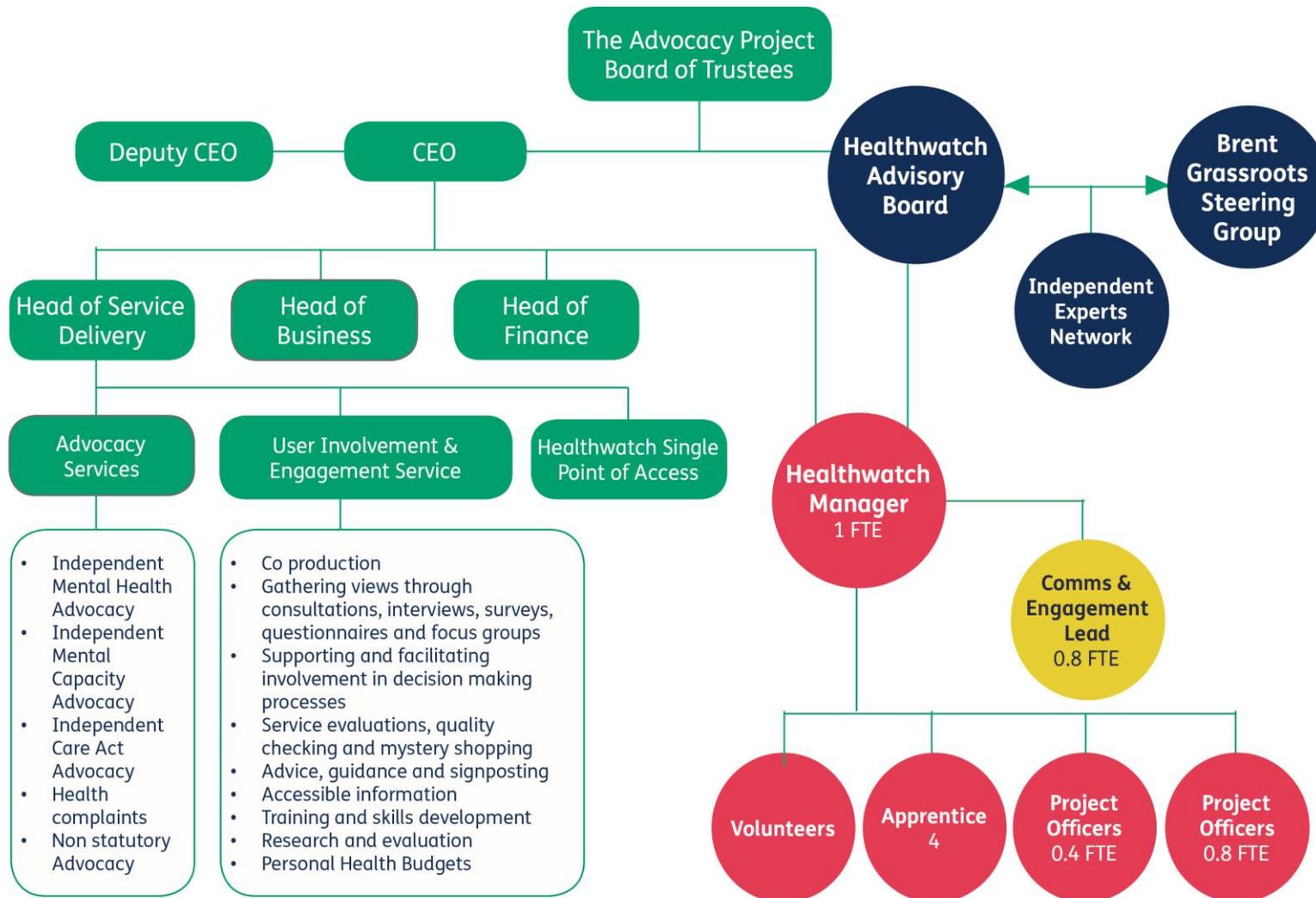
**Apprentices**  
4

Four apprentices per year to carry out consultations with their community groups from the most deprived wards (eg. Stonebridge, Harlesden and Willesden Green) and the hardest to reach underrepresented groups with the poorest health outcomes (eg. Black men, Black & Caribbean older people, Eastern European, refugees/ migrants, youth groups)

**Volunteers**

To be involved at all levels in shaping and delivering Healthwatch priorities and work, including consultations and Enter and View, decision-making, information, dissemination and publicity.

# Healthwatch Brent organisation



# Who's who: The Advocacy Project

## Board of trustees



Michael Hagan, Gemma Bull, Jacqui McKinlay, Roger Skipp  
Adam Antonio, Claire Starza Allen, Judith Davey, Dele Olajide, Jonathan Ellis

## Senior Leadership Team



Modan Deb (Head of Finance), Judith Davey (CEO), Saboohi Bukhari (Head of Business Development),  
Ali Wright (Deputy CEO), Nicola Youens (Head of Service Delivery)