


Our strategy 2023—2026


Our Vision – Improved health and social care experiences for everyone in Heywood, Middleton & Rochdale

Our Mission – We are the independent voice of Heywood, Middleton & Rochdale residents. We listen, challenge, and shape local health and social care services.


Our Values




Credible – We hold ourselves to the highest standards, we are open and honest in everything we do.




Co-operative – We maintain a positive, forward-looking focus and work with others to get things done.



Inclusive—We start with local people first; we work for everyone.



Responsive – We take what we know and translate it into actions.



Accountable– We take responsibility for our actions and stand by decisions.

Strategic Objectives	Goals By 2026	Challenges	Tactics
Seeking people’s views on their experience of needing or using health and social care services.	Over two thousand people share their views or seek information from us each year	Not enough people get the opportunity to have their say and cannot engage.	• Identify who is not being heard. • Provide the information people need to act. • Use partnerships to reach more people.
Seeking the views of people whose voices and views are not always heard and reduce the multiple barriers that some people face in being heard, we will then use their views to bring about change.	Increase our demographic uptake to ensure we can identify the seldom voice.	Ensure opportunity is made for their voice to be heard	• Understand our boroughs demographics. • Provide the information people need to act. • Use partnerships to reach more people.
Acting on what we hear to bring about improvements to health and social care policy and delivery.	Twice as many recommendations we make are implemented by services at the point of delivery	Attitudes of some professionals towards involving people in their care.	Produce strong evidence, which those who make decisions about health and care support can use. • Demonstrate how people’s voices make a difference.
Continue to deliver a strong and well governed organisation that uses its resources for greatest impact. new opportunities, positive outcomes, and value for money	Increase revenue by 15% each year	Competition across the patch	Increase staff and volunteer skill sets on funding opportunities.

How we will do this:

- **Insight:** Research to better understand our communities, target engagement and track changing behaviour over time.
- **Brand:** Ensure our communications work in harmony to raise awareness, build trust and increase engagement.
- **Partnership:** Work strategically with community and professional groups to hear and share what people want from care.
- **Digital:** Invest in a unified system to gather, understand, and share people’s views of care and improve information sharing.
- **Impact:** Establish common ways to measure the effect of our work, continuously improve quality and encourage innovation.
- **People and money:** Invest in attracting, training, and retaining volunteers and staff. Share common services across Healthwatch to increase effectiveness.