



Appendices to Annual Report May 2021 – April 2022

APPENDIX 1 - GOVERNANCE

In April 2016 it was agreed by SWF Healthcare 2000 Group (SWFHC2000) and SWF Town Council (SWF TC) to form the new South Woodham Ferrers Health & Social Care Group (SWF H&SCG). This is an amalgamation of SWFHC2000 and the SWF Care Lunches. It was agreed to run SWF H&SCG for an initial year's pilot when it was reviewed in conjunction with SWF TC. It was then agreed to continue as SWF H&SCG was operating as had been intended.

Purpose of the Group

SWFH&SCG was established to look after the health and social care interests of the people of South Woodham Ferrers, recognising the roles of health and social care related professionals, volunteers and the Patient Participation Groups.

SWFH&SCG also took on the SWFHC2000 Task Force which convenes to consider major health and social care issues affecting the Town where consultation or representation is required.

Representatives of the following are participants:

- Essex County Council
- Chelmsford City Council
- SWF Town Council
- SWF CPPG
- SWF Practice Managers
- SWF Faith Communities
- SWF Pharmacists
- SWF Dentists
- SWF Opticians
- SWF Business Community
- SWF Education
- SWF WIs
- SWF Rotary & other benevolent groups
- SWF Senior Citizens
- SWF Sports & uniformed groups

Others may be added as needed. The Town's MP is kept advised of significant developments and is expected to continue to use this group for appropriate constituency purposes.

Each of SWF's General Practices has a Patient Participation Group (PPG) which interacts with the Practice Staff to try to ensure that the best quality services are provided for their patients. In addition, there is a combined group known as the South Woodham Ferrers Combined PPGs (CPPGs). The CPPGs works closely with SWF H&SCG on matters involving all health and social care services provision for the Town. SWF H&SCG leads on all non-GP services whilst the CPPGs leads on the Town's GP services. Although individual Practices have their own websites on which PPGs have a page, they have agreed with SWF H&SCG to use its website for communicating collective issues. Additionally, they will utilise SWF H&SCG's social media to obtain the widest possible coverage. So from time to time you will see PPG news here helping to give an integrated view of health and social care in SWF. This has increased substantially during the Covid-19 pandemic.

Governance

SWF H&SCG is open to anyone who lives, works, has a local need to access health and social care or is involved in health and social care in SWF.

SWF H&SCG will be managed by a Management Team comprising Chair, Task Force Chair and Minute Secretary supported by an Administrator.

There will be an annual meeting open to all, at which the posts of co-Chairmen and Minute Secretary will be elected.

Nomination notices will be issued in the local press 4 weeks prior to the meeting with nominations for office required 2 weeks before the meeting.

The nominations will be addressed to the Administrator.

Nominees must have a proposer and seconder and be willing to serve.

SWF TC will assign a representative and/or a deputy to attend meetings and report back to SWF TC as appropriate.

The SWF TC representative will also be a member of the Task Force as required.

The Administrator will be appointed by the Management Team and he/she will receive an honorarium or be paid on a self-employed basis for the work.

SWF H&SCG has a bank account and there will be an annual financial statement submitted by the Administrator to SWF TC on a date to be agreed.

SWF H&SCG's Annual General Meeting will be chaired by a City Councillor.

Venue for meetings

SWF H&SCG public meetings will normally be held in Holy Trinity Church, SWF, subject to availability.

Holy Trinity Church has kindly agreed to provide this facility free of charge. These public meetings will be held as required from 6.30pm – 8.30pm on a weekday evening to maximise accessibility to everyone.

Tea, coffee, water and biscuits will be provided.

At the 2019 AGM it was agreed that SWF H&SCG would move to a more online way of operating by increasing its use of its website, social media and virtual means. This has proved to be timely as it has been invaluable during the Covid-19 pandemic.

APPENDIX 2 - ROLE DESCRIPTIONS FOR GROUP'S OFFICERS

1. Group Chair:

- To put together, with the Management Team, a list of topics for presentation at the main meetings of the Group
- To receive from members of the Group, suggestions for topics to be presented at the main meetings of the Group
- To arrange with the Secretary /Administrator to convene the meetings (probably 4 or 5 per annum) as required.
- To keep abreast of developments in health and social care to inform the Group's agenda
- To maintain awareness of the key individuals or organisations in order to assist the Secretary/Administrator to invite speakers
- To chair the meetings
- To ensure proper communication of meetings
- To represent the Group as required
- To chair and be a key member of the Management Team
- Time requirement 10 hours per week, around 20 during Covid pandemic

2. Task Force Chair:

- To react to requests from key players in health and social care who wish to consult the South Woodham Ferrers Community about their intentions
- To react to major changes planned in health and social care in South Woodham Ferrers.
- To ensure with the Secretary/Administrator that representatives of all key groups are involved in Task Force Business
- To work with CPPG and Practice Managers on any topic where they feel the influence of the Task Force would be helpful.
- To input to the Town Council Neighbourhood Plan
- To chair Task Force meetings
- To ensure proper communications
- To represent the Group as required
- To be a key member of the Management Team
- Time requirement 3 – 4 hours per month; more during Covid

3. Minute Secretary:

- To record proceedings of the main group meetings
- To record proceedings of the Task Force
- To record proceedings of the Management Team
- To be a key member of the Management Team
- Time requirement 3 – 4 hours per meeting ; more during Covid

APPENDIX 3 - ROLE DESCRIPTION FOR GROUP'S ADMINISTRATOR

Tasks include, but are not limited to:

- Maintaining the group's contact database using Mailchimp
- Maintaining the group's automated weekly newsletter and sending ad-hoc mailings to database using Mailchimp (to include meeting invites & minutes)
- Distributing group's articles and press releases to local newspapers and magazines
- Maintaining the group's website and adding news articles using WordPress
- Maintaining the group's social media presence and engaging with local residents and organisations to ensure relevant information is available to all
- Recording group's activities and financial incomings & outgoing in preparation for annual report
- Connecting with relevant organisations and build relationships – invite appropriate persons to join the Task Force, and assist organisations to hold appropriate events within SWF (i.e. consultations and awareness campaigns)
- Booking rooms and organise refreshments for meetings (4x public, 5x Management Team, 2x Task Force per year) – this is reducing both because of our long term development strategy and the impact of COVID-19
- Supporting increasing use of virtual media and means of operating
- Attending Management Team meetings and make notes thereof as necessary
- Receiving and counting votes for annual election of Management Team
- Any other administration and action agreed with the Management Team
- During Covid, the management of the Volunteering rota and increased hours to support the Covid effort

APPENDIX 4 – FINANCIAL REPORT

Income & Expenditure Account Year end 30 April 2022

	EXPENDITURE	INCOME	BALANCE
Brought Forward: April 2021			£2,361.49
Essex Association of Local Councils May 2021		£5000.00	
Chelmsford CVS May 2021		£1000.00	
Chelmsford CVS October 2021		£1250.00	
Chelmsford CVS December 2021		£1250.00	
Essex County Council May 2022		£1200.00	
			£12,061.49
Expenses:			
Administration Costs:			
May 2021	£303.75		
June 2021	£300.00		
July 2021	£412.50		
August 2021	£247.50		
September 2021	£262.50		
October 2021	£210.00		
November 2021	£232.50		
December 2022	£213.75		
January 2022	£198.75		
February 2022	£172.50		
March 2022	£225.00		
April 2022	£120.00		
			£9,162.74
Travel Costs:			
May 2021	£44.80		
June 2021	£52.16		
July + August 2021	£124.53		
September 2021	£57.10		
October 2021	£76.19		
November + December 2021	£161.18		
January & February 2022	£138.84		
March & April 2022	£193.05		£8,314.88
Other Costs:			
Maldon CVS – DBS checks February 2022	£16.00		
Wordpress annual subscription October 2021	£52.00		
			£8,246.88

	EXPENDITURE	INCOME	BALANCE
Bank Account @ 30/04/22			£8246.88
Forecast:			
Ring fenced for Documentary video project	£5,000.00		£3,246.88
Administration May 2022	£135.00		
Administration June 2022	£250.00		
Travel May & June 2022	£200.00		
Administration to September 2022	£800.00		
Travel to September 2022	£250.00		
Wordpress	£52.00		
			£1,559.88

Whilst COVID-19 pandemic measures continued our administration need and capacity was 8 hours per week @ £15ph = £120pw. We keep a close eye on our cashflow forecast and apply for future grants in good time to maintain our essential services.

Under more normal circumstances we are in the process of returning to 4 administrative hours per week when possible. Due to recent uncertainties, at the time of writing this report for our AGM on 14 July 2022 we are in the process of reviewing our activities and their forecasted costs and the consequent needs for future funding.

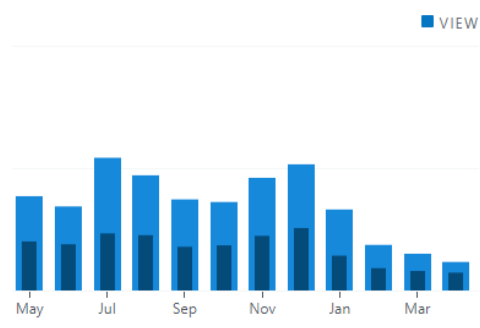
APPENDIX 5 – WEBSITE, SOCIAL MEDIA & NEWSLETTER DATA 2021-22 + MAY – JUNE 2022

Website – May 21 – April 22

Total views: 127041

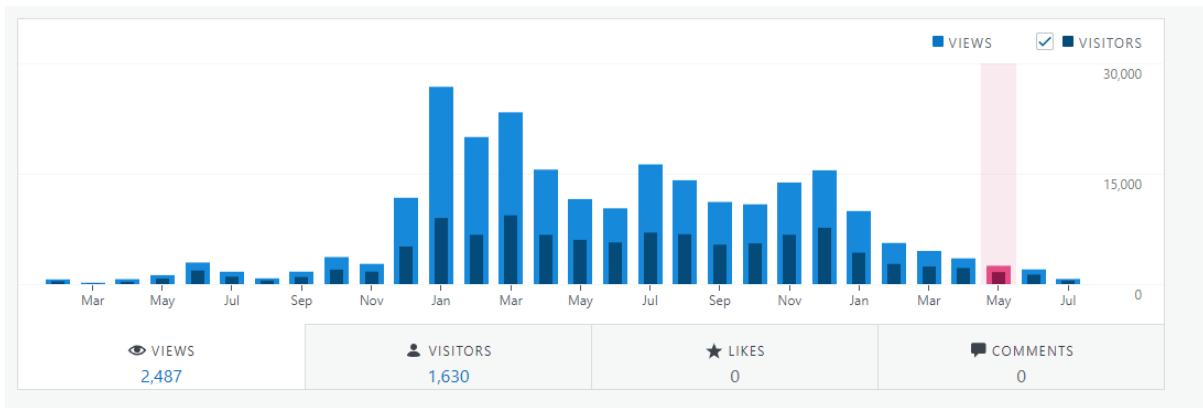
Total visitors: 62273

Posts: 545



Month	Views	Visitors	Posts published
May 2021	11559	6000	60
June 2021	10302	5650	57
July 2021	16268	7024	48
August 2021	14116	6806	47
September 2021	11161	5330	59
October 2021	10845	5543	46
November 2021	13809	6676	48
December 2021	15464	7666	49
January 2022	9925	4264	39
February 2022	5589	2742	29
March 2022	4505	2391	46
April 2022	3498	2181	17

Website – May 2022 Views : 2487



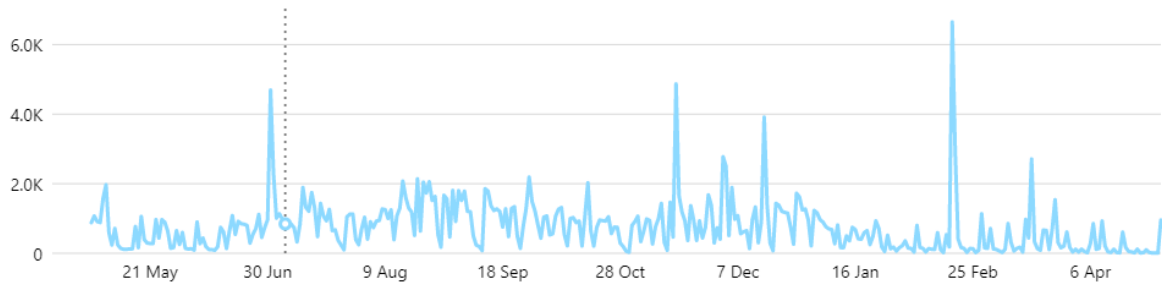
Website – June 2022 Views : 1993



Facebook for 1 May 21 – 30 April 22

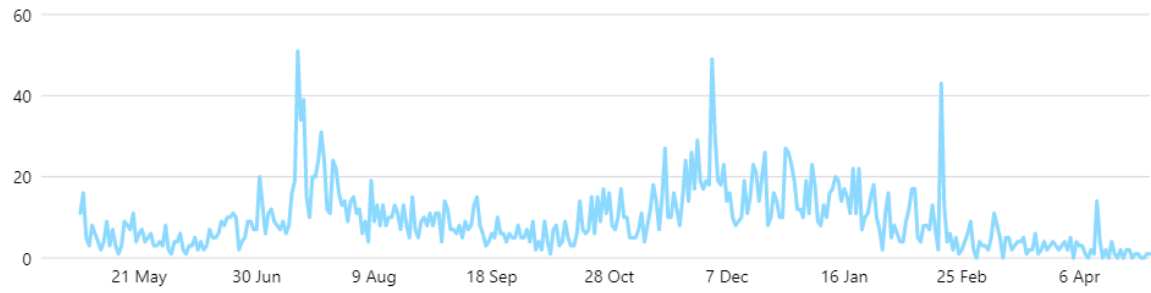
Facebook Page reach ⓘ

19,793 ↓ 8.8%

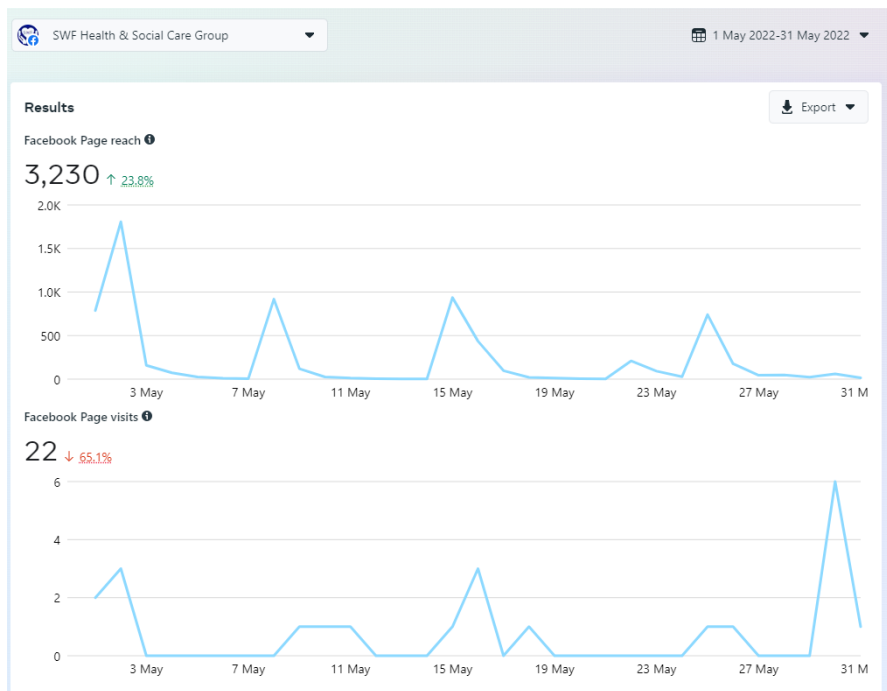


Facebook Page visits ⓘ

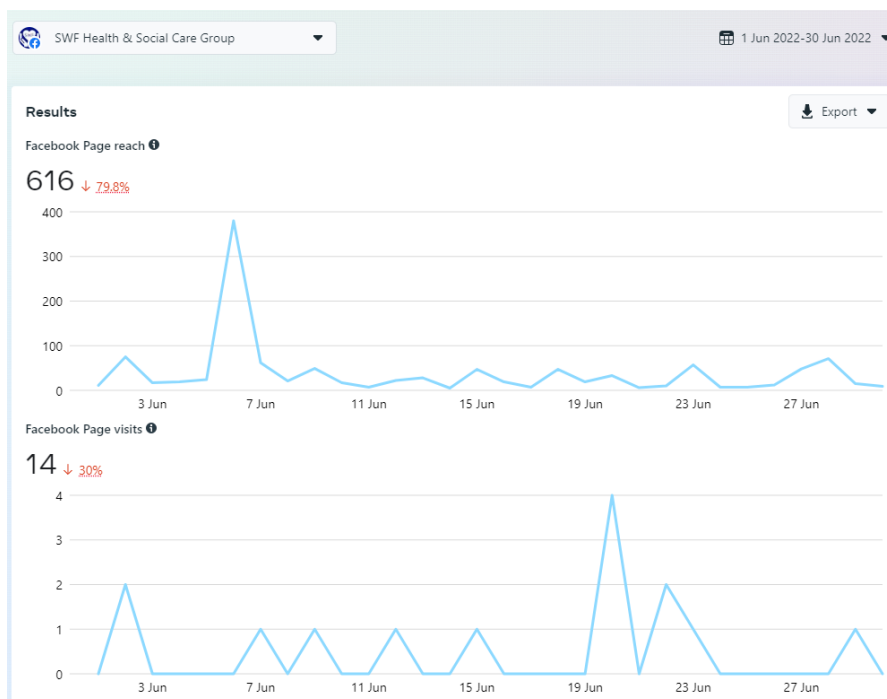
3,410 ↓ 13.2%



Facebook for May 2022











Facebook for June 2022



Newsletter to 30 June 2022

Engagement

 <u>Email marketing engagement</u>	
Your subscribers, broken down by how often they open and click your emails.	
76%	Often Your percentage of subscribers who are highly engaged and often open and click your emails. 
6%	Sometimes Your percentage of subscribers who are moderately engaged and sometimes open and click your emails. 
16%	Rarely Your percentage of subscribers who are not very engaged and rarely open and click your emails. 

 <u>Top locations</u>	
Based on your contact's IP address when they interact with your emails and signup forms .	
1.	Chelmsford, ESS United Kingdom 
2.	South Woodham Ferrers, ESS United Kingdom 
3.	Amsterdam, NH Netherlands 
These locations look accurate to me. Yes or No	