

What Matters Most? Bracknell Forest



What Matters Most: Aims

We wanted to develop our foundation of knowledge about the local community, including their health and social care needs, opinions and experiences

We asked residents about:

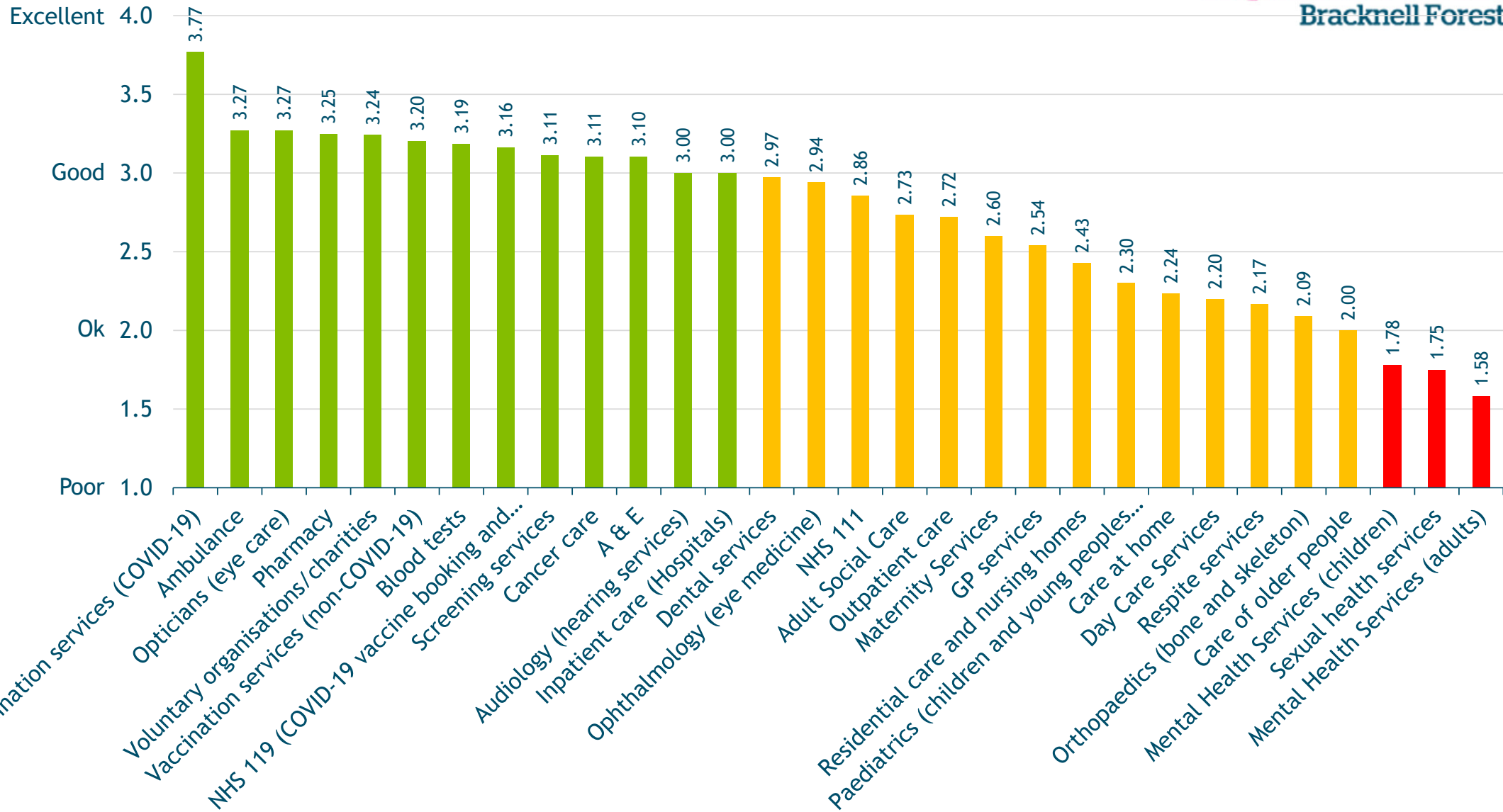
- Health and social care services they had used in the past 12 months
- Positive and/or negative experiences with health and social care services
- How easy, normal or difficult they found accessing the services
- Health and wellbeing support used in the past 12 months
- Individual health and wellbeing goals for the next 12 months

We heard from **155 residents** from Bracknell Forest

This included **206 Positive Experiences** and **133 Negative Experiences**



Health and Social Care Service Ratings in Bracknell Forest



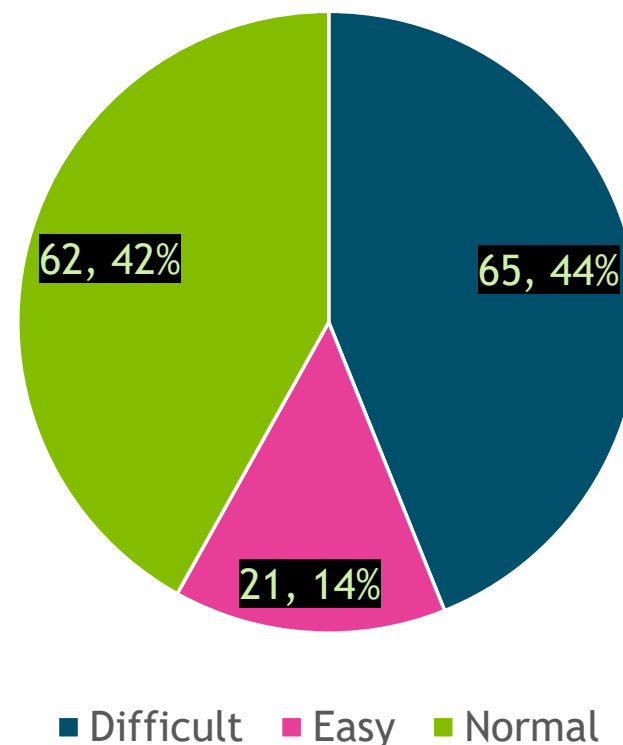
Accessing Services

Factors which made it easy to access:

- Helpful and friendly staff
- 'Simple' booking system
- Receiving a quick response to enquiries
- Variation of appointment methods available

Factors which made it difficult to access:

- Long waiting lists for appointments
- Reception teams acting as a "barrier"
- Lack of face-to-face appointments; often replaced with telephone or virtual appointments
- Prolonged time waiting on the telephone



Positive Experiences

Most frequently mentioned services were:

1. COVID-19 Vaccination and Testing Services (64 mentions)
2. GP Services (28 mentions)
3. Testing and Screening Services (25 mentions)
4. Pharmacy Services (13 mentions)
5. Opticians (12 mentions)

N.B. Not all experiences specified the service type or name of the service provider.

People valued health and social care services which had:

- Efficient and well organised service
- Professional, helpful, and friendly staff/volunteers
- Easy to book appointments
- Variety of appointment types offered
- Short waiting times upon arrival
- Clear information and communication

Negative Experiences

Most frequently mentioned services were:

1. GP Services (55 mentions)
2. Mental Health Services (6 mentions)
3. Testing and Screening (6 mentions)

N.B. Not all experiences specified the service type or name of the service provider.

Factors which contributed to poor experiences:

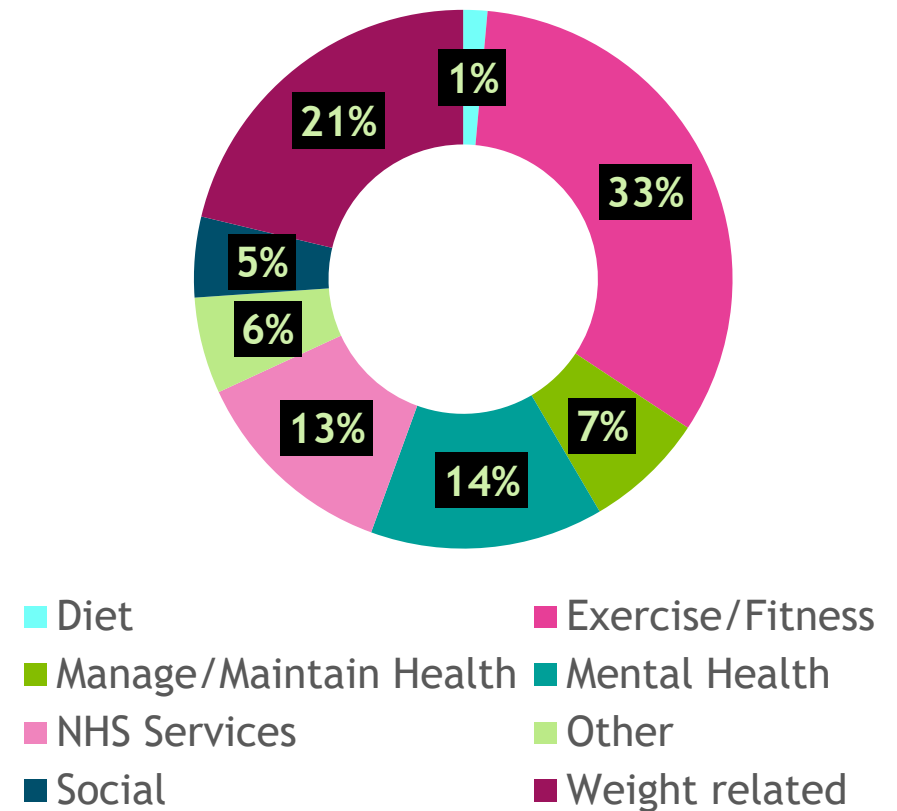
- Difficulties making appointments
- Negative and unhelpful staff attitudes
- Lack of follow up care
- Poor communication with patients
- Heavy reliance on technology
- Expensive car parking charges

Looking Back and Looking Forward

Biggest support in the past 12 months

1. Being Outdoors
2. Video/Zoom calling friends and family
3. Seeing friends and family (within support bubbles)
4. Using technology for medical appointments and needs
5. Having routine

Goals for the next 12 months



Healthwatch Bracknell Forest Priorities

Services to focus on:

1. GP Services (36%)
2. Mental Health Services (21%)
3. Elderly Care (5%)
4. Dental Care (3%)

Themes to focus on:

1. Access to Services (19%)
2. Provision of Services (17%)
3. Post-COVID (12%)

“Care from GP including a more multidisciplinary approach (including pharmacists, practice nurses and Physios as first contact), which would give high quality and cost effective care.”

“Mental health following Covid. A particular concern is treating those with eating disorders. The service here was not very good before the pandemic, but anecdotally is now even worse..”

“Making it easier for the elderly to get services they need taking into account that they may not be tech savvy and are more comfortable with a face-to-face appointment.”

Next Steps

This report has:

- Highlighted common themes, findings, and opinions from Bracknell Forest residents
- Provided Healthwatch Bracknell Forest with a better foundation of information about their local community, including what their focus should be in the future

How this report will be used:

- Share findings with relevant service providers, and other external stakeholders
- Support local health and social care services in providing improved care to its users
- Conduct further analyses of the data collected
- Set our annual work priorities based on what residents have told us

Read the full report [here](#)

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