

How to use the annual report template

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Introduction

Your annual report is a chance for you to report on your statutory activities over the last year. You should show how your work has made a difference to the commissioning, provision and management of health and social care services in your area.

This template gives you a suggested structure for your annual report and takes into account the legislation that sets out the information you are required to include.

Support:

- + Templates: InDesign and PowerPoint, including guidance on usability and writing tips/ styles e.g. example case studies.
- + Icons (via the Communications Centre)
- + Images (via the Flickr library)
- + Network site: Resources

What should you include in your annual report

By law, every local Healthwatch must publish an annual report before 30 June each year. The annual report should summarise your Healthwatch's achievements over the past year. It should also demonstrate the impact your work has had, helping to improve health and care for local people.

We have provided a checklist to help you meet the reporting requirements set out in legislation.

This is available to download in the [Communications Centre](#). Search for 'Local Healthwatch Checklist 2019/20'.

The impact of COVID-19

We are expecting most of you to complete your annual report by the 30 June.

However, if you find yourselves unable to complete it on time as a result of COVID-19, please speak to your regional Lead in the [Network Development team](#).

The Network Development Team are going to call round all Healthwatch in early May to check on progress on using the template for their Annual Report. If any Healthwatch are struggling, the team will work with you to find an easy solution that meets your legal obligations.

How to use the template

How to:

- + Insert/ delete an image
- + Change the title
- + Change the logo
- + Delete/ insert a slide: Template slides
- + Change the header
- + Change the page number
- + Crop an image
- + Bullet points (pg.15)
- + Quote marks
- + Icons
- + Shapes (pg.19)
- + Case study boxes

- + Edit pie charts
- + Send an image to the back
- + Word count

Remember:

- + Update all contact details with your own info
- + Insert your own logo
- + Check the page numbers are correct in the contents and on the page
- + Delete the guidance boxes and template slides

How to show impact in your annual report

Why showing impact matters

- + It shows local people that sharing their experiences with us is worthwhile.
- + It increases the trust of local partners and makes it more likely they will act on what we recommend and what the public has told us.
- + It demonstrates to taxpayers and our funders that we provide value for money and our work is worthy of investment.

Find out more in the [Making a Difference Toolkit](#).

How to show impact in your annual report

Writing for impact

- + Clarity
- + Accessibility
- + Be open
- + Evidence
- + Scale

How to show impact in your annual report

Practical ways to demonstrate impact

- + Chair's message - think success, keep it personal and write clearly.
- + Priorities page - what you list on this page should be covered throughout the report.
- + How we've made a difference, helping you find the answers and volunteers - all case study focused.

How to show impact in your annual report

What to include in your case study?

You will need to write case studies to show the impact of your Healthwatch, and what you have done to improve services in your community. These should reflect the priorities you discussed earlier in your report.

- + What, who, how?
- + Key findings
- + Recommendations
- + What has happened as a result
- + Focus on impact and avoid too much detail
- + Include a quote from someone you helped or worked with
- + Show how you have understood the experiences of different communities.

How to show impact in your annual report

What to include in your case study?

A real-life story:

- Your work, or the issue you're raising, will be more engaging if you use the story of an individual.

Facts and figures:

- Include any compelling facts and figures that help support the issue you're raising.

An expert view:

- Including the opinions of local experts will help strengthen your story, e.g. the view of a local doctor.

How to show impact in your annual report

What to include in your case study?

Think about the structure of a press release

What	Example
Headline	Start with a snappy, attention grabbing headline, but don't try too hard. Keep it simple.
Key information	After your headline summarise your main message, key findings and relevant statistics in short bullet points to get the journalist's attention.
Main text	<ul style="list-style-type: none">• Outline your story, answering the reader's key questions: who, what, where, when, why and how.• Include a strong quote from someone relevant to the story.• If you have any extra information, such as a link to find out more online, include this at the end of your press release.

How to communicate your annual report

Make the most of your hard work by sharing the content in your annual report with multiple audiences across different channels.

- + Email marketing
- + Showcase it on your website
- + Social media
- + Use your case studies for media work
- + Create a video

This year we kicked off our project to highlight people's experience of [#MentalHealth](#) services with a focus on new parents and the support they receive. Find out more about our work in our annual report: bit.ly/2O8UtqZ [#GuidedByYou](#)



47% of all women described getting support for their mental health as 'difficult' or 'very difficult'.

healthwatch

Useful resources

- + [Healthwatch network site](#) - guidance on how to write a story and other communications skills
- + [NCVO](#)
- + [Charity Comms](#) - advice on writing CEO letters

**Any
questions**