Healthwatch Croydon

A case study in setting up a new public body

In 2013 CNCA, CVA and MIND in Croydon won the contract to deliver Healthwatch in Croydon. They contacted Eastside Primetimers to help them create a new board.

The board comprised five Director and 3 Board Members who would sit on committees such as the Health and WellBeing Board and Council Scrutiny. They would need to be local people with high-level local health and social care expertise. Healthwatch Croydon had an unusual organisation structure, with a very small number of staff to support its work, not to be directly employed, to commission activities from other organisations. Healthwatch Croydon used this model to focus maximum resources on service delivery.

Eastside Primetimers devised an approach that would pass scrutiny, as appointments were being made to a new public body that was in the public eye because it was part of the Governments new health policy.

A thorough discussion and needs analysis was undertaken at the start in order to ensure effort was focused on the aims of the organisation. This included advice on the governance structure and board composition.

Eastside Primetimers supported and advised throughout the entire recruitment process, including salary setting, writing job descriptions, developing person specifications, consulting on the composition of the board, shortlisting, competency based interviewing and ensuring the right balance of skills, diversity and character.

To attract a wide pool of candidates, we employed a mix of advertising and direct approaches to selective talent pools. Eastside Primetimers managed the process from end to end including sitting in on the interviews for the top roles.

Healthwatch Croydon needed a diverse board with a distinct blend of complementary skills and characters to help the organisation to succeed right from the start, and so needed a safe pair of hands to deliver the project. It selected Eastside Primetimers because of its extensive knowledge and experience around effective boards and governance, and was delighted with the results.

Mark Justice, Chair Healthwatch Croydon said:

“Eastside Primetimers assisted and supported Healthwatch Croydon in getting a full team of Directors which will enable us to deliver our innovative service delivery model. Eastside Primetimers were very much key in assisting us in the delivery. I have worked with Eastside Primetimers three times and on various projects and I am so glad I have found them.”

Contact Bernice Rook at Eastside Primetimers for more information
bernice@ep-uk.com
www.ep-uk.com