



Healthwatch North Lincolnshire
Suite 36 & 37
Normanby Gateway
Lysaghts Way
Scunthorpe
DN15 9YG

17 June 2025

Dear Carrie

Re: Response to Enter and View Visit Report – 28th March 2025 Submitted under the Local Government and Public Involvement in Health Act 2007 (Part 14), as amended by the Health and Social Care Act 2012 (Part 5)

I am writing to acknowledge receipt of your Enter and View report following your visit to Cambridge Avenue and Messingham Medical Centre on 28th March 2025. We are grateful for your considered observations and welcome the constructive feedback provided.

Having reviewed the contents of your report, we are pleased to confirm our agreement with the recommendations and our commitment to taking appropriate action in the following areas:

- 1. Directional Signage:** We have already worked with a local company to make improvement, and the new signage is now on display. This ensures clear, visible signage to assist patients in finding their way around the practice more easily.
- 2. Dementia-Friendly Signage:** We agree that pictorial or dementia-friendly signage will improve accessibility. We have begun to review suitable options for patient-facing areas such as toilets.
- 3. Reception Environment:** We recognise the importance of creating a welcoming, neurodiversity-sensitive environment and will take into consideration the colour scheme when we redecorate the reception area using muted tones. Patient

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Cambridge Avenue & Messingham Medical Centre

Cambridge Avenue Medical Centre

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consultation will form a key part of this process. In addition, we have set up some breakout areas away from main reception to try to meet neuro diverse needs

- 4. Enhanced Feedback Collection:** In partnership with the Patient Participation Group (PPG), we will explore additional avenues for gathering diverse patient feedback, complementing the Family and Friends Test and this will be discussed at the next meeting in July. We have made improvements to SMS messages and ensured that these include Friends & Family wording so patients know what this aswell as ensuring we use this wording on social media.
- 5. Car Parking Improvements:** We are mindful of the limitations of our current parking provision and have already begun to consider alternative arrangements, including clearly informing patients of available options nearby and working with our local council to see what options are available in the car park next door.
- 6. Entrance Safety:** We have already taken steps to improve the safety outside the main entrance and we have installed metal posts and rails and are permanent bollards.

We sincerely thank you for your ongoing collaboration and support in helping us enhance the patient experience and if you would like to revisit at any time to see the improvements we have made please don't hesitate to contact me.

We look forward to working in close collaboration with Healthwatch North Lincolnshire to provide a better experience for our patients.

Yours sincerely

Kay Fowler
Practice Manager

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