

Item: 7

Title: Chief Executive’s report

Introduction

In the past quarter, I have continued to work with lots of key partners to talk about our role, develop our plans and ways of working, deliver on our commitments, tackle key issues in health and social care and identify how we can work together to strengthen the voice of people in health and social care services. Details of all these activities is available on request.

This report focuses on a few of the developments and activities I have been involved in since I last reported to a full public Board meeting on 22 January 2025. These key activities and developments have not been included in more detail in other Board papers.

Working with our partners
<p>Strengthening support through strategic partnership with Tenovus Cancer Care</p> <p>In 2025, Llais formed a valuable partnership with Tenovus Cancer Care to enhance support for individuals affected by cancer. Recognising a growing need for specialist advocacy for cancer-related complaints, Tenovus approached Llais to help address this need.</p> <p>While Tenovus brings extensive experience in providing holistic support to those affected by cancer, they did not have the expertise to deliver a complaints advocacy support service.</p> <p>Llais, with its well-established all-Wales complaints advocacy service was well positioned to take on this role. Through Tenovus’ strong fundraising capabilities, they were able to fund a dedicated cancer complaints advocate.</p> <p>We worked together with Tenovus to agree the requirements for the role, the recruitment process, and the selection of the candidate. The successful candidate will take up their role on 2 June 2025.</p> <p><u>Shared values, shared impact</u></p> <p>This partnership is built on shared values and a mutual commitment to improving outcomes for people affected by cancer. By combining Tenovus’ broad support services with Llais’ specialist advocacy expertise, we are creating a more joined-up approach to care and support. The collaboration also includes shared data collection and analysis, such as tracking the number and nature of complaints and their geographic distribution. This information will be used to inform future service development and ensure both organisations continue to meet the evolving needs of the communities we serve. The partnership between Llais and Tenovus</p>

demonstrates the strategic benefits of working together to encourage learning and drive the delivery of more responsive, person-centred services.

Extending our influence in the social care sector – becoming a founding partner of the new National Social Care Conference Network

This new network has been created in Wales to provide an on-going space for key social care thought leaders and influencers to work together to ‘actively shape future initiatives that drive advancement in social care’ – with the aim of making a lasting impact for people and communities across Wales.

It provides an ongoing opportunity for organisations operating in the social care sector to share their own projects and innovations with the network membership. As a founding partner, Llais has secured the opportunity to:

- Shape the development and direction of the network
- Access a wide range of strategic networking opportunities
- Increase awareness and understanding of Llais’ role and commitment to shaping social care in Wales through collaboration
- Access key insights into social care sector challenges and trends
- Nurture and develop trusted relationships with key social care partners and influencers
- Confirm our commitment to and alignment with Wales’ key social responsibility goals.

Llais took part in the live launch event for the network in May 2025. We are currently planning our involvement in the range of events and activities in the coming year, which we will share with Board members as soon as possible.

You can find out more at the following link [The-NSCC-Network-Founding-Partner-handbook-Final-compressed.pdf](#)

Celebrating excellence and sharing good practice in social care provision in Wales

The Annual Social Care Accolades are awards that recognise, celebrate and share good practice in social care, childcare, play and early years in Wales.

The awards honour the contributions of individuals, teams and organisations across the social care sector.

The 2025 ceremony was held on 1 May 2025. It recognised 11 projects and 7 individuals across 6 categories:

- Building bright futures for children and families
- Developing and inspiring the workforce
- Inspirational leadership
- We care Wales

- Working in partnership
- Working to the principles of strengths-based practice.

Llais was the main sponsor of the 2025 Accolades. This provided us with an important opportunity to raise awareness of our role and activities across the social care sector, and particularly with front line staff. Our staff will use the good practice highlighted through the accolades to encourage other health and social care services to learn from and spread the approaches and practice that is working so well for local communities.

You can find out more about the event and the winners and finalists in the following link [2025 Accolades awards ceremony, winners and... | Social Care Wales](#)

Assure, improve, influence – the launch of Care Inspectorate Wales’ Strategic plan 2025-2030

As a member of Care Inspectorate Wales’ National Advisory Board, I attended the launch of the inspectorate’s strategic plan for the next 5 years. The plan focuses on a values-led approach, outlining 5 core objectives, described by Care Inspectorate Wales as:

- focusing our work on people's quality of life and their experience of care
- providing high-quality, accessible information about our findings
- developing a diverse, empowered and resilient workforce
- increasing our visibility to ensure people know what we do and how we can help
- working collaboratively with partners to share intelligence and improve outcomes.

Having recently signed a Memorandum of Understanding between Llais and Care Inspectorate Wales, we are using this framework to develop and agree a joint programme of activity designed to strengthen our collective impact of our individual roles to drive improvement in social care services.

You can find out more about the Inspectorate’s plan at the following link

[Strategic Plan 2025-2030: "Assure, Improve, Influence" - Our roadmap for the future | Care Inspectorate Wales](#)

Driving improvement by sharing what we know about the quality and safety of healthcare services provided by NHS Wales

Llais has recently participated in the bi-annual healthcare summit in Wales. Healthcare summit meetings take place to enable discussion between audit, inspection, regulation and improvement bodies working in Wales. All organisations involved in the summits have identified the anticipated outcomes as:

- Closer working relationships and intelligence sharing between participating organisations

- Work programmes of the participating organisations are informed by the shared intelligence and reflect a collective and collaborative approach to addressing areas of concern and/or for development
- High risk, collective concerns, will be agreed and shared at each Summit meeting. The outcome of which may be used to form feedback to the Director General – Health and Social Services and NHS Wales Chief Executive and the appropriate Chief Executive by a summit attendee as appropriate
- Proactive initiation of further assurance or action against concerns or issues using Welsh Government, Audit Wales, Healthcare Inspectorate Wales’ special enforcement powers or the Escalation and Intervention process where appropriate
- Participating organisations cooperate and collaborate with peers and stakeholders as we play our respective roles in driving healthcare improvement in Wales.

The summit discussions focus on each individual health board and NHS Trust in Wales as well as providing an opportunity to reflect on these discussions to identify all Wales themes that need action nationally.

Working with the Older People’s Commissioner for Wales

Llais has continued to develop our relationship and partnership with the Older People’s Commissioner for Wales. We have continued to undertake meetings and information sharing in relation to our approaches to further promote our mutual understanding and support. Some key elements of our recent work and plans are:

- We have discussed with them our approaches at Llais in terms of our engagement activities and techniques. The Older People’s Commissioner was very interested in our Llais Local approach, and this has influenced the Older People’s Commissioner’s Office to pursue a similar approach as part of their engagement activities.
- We have also been able to share details of our Rights, Expectations and Responsibilities Project. The Older People’s Commissioner has a strong focus on taking a rights based approach and is keen to work with us on our project, nominating key staff to get involved in the early planning stages.
- Finally, as part of our ongoing commitment to partnership the Executive Teams of Llais and the Older People’s Commissioner’s Office will be meeting in September for a joint executive session to explore further opportunities for joint working.

Strengthening people’s voices

Listening to parents: our report on having a baby in Swansea Bay

Llais recently published a report sharing the experiences of more than 500 people who used maternity and neonatal services provided by Swansea Bay University Health Board. Based on surveys, interviews and focus

groups, the report highlighted a broad range of experiences, some of which were deeply concerning.

While some families described compassionate and professional care, many others told us they felt unheard, unsupported or unsafe at different stages of their journey, especially during labour, after birth or when trying to raise concerns.

The report highlighted the need for continued improvements in maternity care provided by the health board.

In response, Jeremy Miles MS, the Cabinet Secretary for Health and Social Care made a statement with some important commitments:

- there will be an assessment of all maternity services in Wales, starting in July 2025, looking at how services are performing against national guidelines
- NHS Performance and Improvement will in future be publishing regular progress updates on the implementation of the Maternity and Neonatal Safety Support Programme, with the first update to be published in July and then twice a year.

We will continue to work with the Welsh Government, Swansea Bay University Health Board and the Swansea Bay Independent Maternity and Neonatal Review team to drive improvement.

You can find out more about our report at the following link [Listening to parents: Llais publishes report on maternity experiences in Swansea Bay | Llais](#)