



Driffield Show 2025

We are here to listen

An Insight Report

healthwatch
East Riding of Yorkshire

Contents

Cover photo:

Introduction	3
• About Healthwatch East Riding of Yorkshire	3
• About Drifffield Show	4
The aims of engagement	4
• General engagements	4
• Attending Drifffield Show	4
Methodology	5
• Stall appearance	5
• Format	5-6
• Questions asked	6-7
Findings	7
• What did we learn?	7
• Service feedback	7-10
• Question responses	10-12
Summary	13
• Overview	13
• What we did with the data	13-14
Acknowledgements	14
• Thanks and appreciation	14
• Request for sharing	14

Introduction

About Healthwatch East Riding of Yorkshire

Healthwatch East Riding of Yorkshire (HWERY) provides an independent voice for the local residents. We listen to peoples lived experiences of health and social care services and report these experiences back to service providers. As well as seeking the publics' views ourselves, we also encourage services to involve people in decisions which affect them. Our sole purpose is to help make care better for people.



Our vision

Equitable Health and Care services that meet the needs of every person within our community.



Our mission

To give every person in East Riding of Yorkshire the opportunity to have their voices heard and empower them to play an active role in shaping services in their community.



Our values are:

- We are proud to be **independent**, and not afraid to speak up and **challenge decisions** that do not meet the needs of our communities.
- We operate a culture of **transparency** and **openness**, ensuring we are accountable to the communities in which we serve.
- Our work is **evidence** based – led by **public voice** and need.
- We are **collaborative**, working with organisations that share our vision of **equitable health and care services** that meet the need of every person within our communities.
- **Partnering** with the Government, health and care services and the voluntary and community sector to make care better whilst retaining our independence.

About Drifffield Show

Drifffield Show is one of the largest agricultural shows in the UK which takes place annually. This year was the 149th Drifffield Show. It is a day to celebrate tradition along with innovation in rural communities. The event is a family orientated occasion with displays, activities and demonstrations, along with educational aspects. The show is popular with local residents and those travelling across the country to attend. There are livestock exhibitors with cattle such as cows, sheep and pigs.

More information about the **150th** Drifffield Show event taking place in **2026** can be found at <https://www.drifffieldshowground.co.uk/full-event-calendar>

The aims of engagement

General engagements

Our team regularly attend events which helps us have conversation with local residents. From these conversations, we are able to ask questions about the health and social care services they have used, share information about services, and signpost to organisations and services which may be of benefit to the individual. The 'intelligence' we receive is anonymised and relayed to service providers, celebrating success, and providing scope for creating future improvements in areas that people found did not meet their expectations.

Attending Drifffield Show

Drifffield Show is our teams highly anticipated event of the year. We attended with a stall knowing that there is a high volume of East Riding of Yorkshire residents who are keen to talk and share their experiences. For those who talk to us from outside this area, we gather that information and share it with the Healthwatch teams for the relevant area ensuring that all conversations are heard and actions are taken to get public voice back to the services. We provided signposting for their local team for the future.

Methodology

Stall appearance

We set up our gazebo and created 2 areas. The main table encouraged interaction and conversations, the side table offered a space for those who wanted to engage less, but still wished to provide feedback.



Format

We provided tabletop questions which is a regular tool used by our team. Jars with predetermined answers are used to allow people to select their response by placing a token in the jar with their chosen answer. Our team are close by to read the question out for anyone requiring support, and ask follow up questions which can help conversation flow gaining deeper insight.

Our team had a written question on the display board which was also used to draw the public, build a connection and start conversation.

We left paper feedback forms for those who wished to write their feedback, experiences, thoughts and ideas down which could be placed into the large post box.

Our team utilised technology which is some peoples preferred method of communication, with QR codes to scan on the day, and paper copies to take away and scan later. The QR codes linked to our websites contact form.

Questions asked

We asked the following questions

Have you ever won an award?

This question was designed to start positive conversations without it being motivation by our organisations needs. Simply a fun ice breaker with ‘feel good factor’.

Who would you feel more confident in sharing your experiences of services with?

We chose this question after the news broke that the government were going to abolish Healthwatch branches across England. We were keen to find out who people would be comfortable sharing their feedback and experiences with. You can read more about this in the following article [Hundreds of NHS quangos to be scrapped in 10-year health strategy – BBC News](#)

Which service would you give the most praise to?

This question was designed to celebrate services which people feel are deserving of the most praise, along with sharing that giving positive feedback is equally as important as negative.

Findings

What did we learn?

We spoke to 177 people throughout the day at Driffeld Show. Many had not heard of Healthwatch and wanted to know more about the organisation and the work we do.

Those who provided feedback were passionate about the services, their experiences, and the impact those services have had on them. Many who spoke to use shared information about multiple services.

We heard about GP surgeries, hospitals, mental health services, dentists, and more.

Service feedback

GP Surgeries

Person said everything is digital with GP appointments on an app then asked to take pictures. Concern expressed that not everything can be shared in a picture. 'How can you show abdominal pain'. Resident from YO41 area.

'I think there's a postcode lottery. We can't get past the receptionist.' – Location and GP surgery not specified.

Person said they are concerned their UTI (urinary tract infection) is actually an underlying kidney problem but was not want to 'bother' their GP. – Location not specified.

GP in Filey 'Really well run, no complaints'. Information passed to Healthwatch North Yorkshire.
'No consideration by GPs for carers and the schedules they must keep for their loved ones....not always able to call at 8am so can't be seen by a doctor' – unspecified GP surgery. Resident from YO25 area.
'Cottingham GP is online only' – Person said they would like to discuss medication adjustment but cannot get an appointment to speak to anyone. Resident from HU16 area.
'Drs Reddy & Nunn have always been good...been a patient with them for 15 years' – Resident in YO14 area.
Park Surgery in Driffield patient said 'There's never any appointments for bloods to be done'. They shared that they need to travel to Scarborough Hospital instead and they are required regularly as part of an ongoing health issue. The patient is unable to drive which means they have to rely on lifts or an expensive taxi ride. Resident from YO25 area.
Person said they had recently moved to Drs Reddy & Nunn as their previous GP surgery was dismissive of their conditions (relating to back injury and subsequent pain). They said they still are not receiving the help and support they need to get better. – Resident from YO25 area.
'Out of hours GP wasn't good. They didn't listen at all'. – Resident from YO25 area.

Hospitals

Person was discharged from Hull Royal Infirmary in better health, however, not in a position to care for themselves fully. They are a single parent of 2 young children who require care. They were not asked about any support network and no care package was put in place to support them at home. They said 'This needs to be a standard part of discharging patients. It's not just the elderly who need support to go home'. Resident from YO25 area.
'Scarborough Hospital were brilliant. I had to have blood taken there as there were no GP appointments. The staff were lovely'. Resident from YO25 area.
Person said they live seasonally in Bridlington. 'I can't fault Scarborough Hospital. I'm always looked after by them'. – Resident from YO16 area.
Person said that Castle Hill Hospital (unknown department) were 'fantastic' with their neighbour. The neighbour passed away aged 89 at

the hospital. The person said the patient had 'died with dignity thanks to the staff there' adding, 'You want a good life and a good death and that is what he got'. – Resident from HU14 area.

Scarborough Hospital described as 'excellent'. – Location not specified.

Person shared that their follow-up appointment at Malton Hospital had been delayed by 2 months which made their health issue worse. – Location not specified.

Person commented that 'It's a shame Bridlington Hospital is empty, however, Scarborough offer a great service even if it does take me 4 hours to get there'. – Resident from HU14 area.

Castle Hill Hospital (unspecified department) said they were well looked after by staff after a heart attack. 'The service was great, however, the catering service was terrible'. – Resident from HU16 area.

Mental Health Services

'CAMHS (Children and Adolescent Mental Health Service) are really good. They helped me'. – Location not specified.

Social Care

'I don't like social workers, they scare me'. – Location not specified.

Dentistry

Person said they have been waiting 2 years for an appointment at their Bridlington dentist. They explained that this has forced them to pay for private treatment, however, this is something they struggle to afford and cannot do regularly. Resident from YO25 area.

Voluntary Sector

Person found value in a carers event in previous years which was held at Tickton Grange. They said they like talking to others in a similar situation as being a carer can be extremely isolating. – Location not specified.

General Information

'The NHS has been good to us. We've had kids for free, got help when they're poorly. I can't complain. It just seems like there's too many people in the queue. We don't want to push in or bother anyone'. – Location not specified.

'We're left out of everything in Stamford Bridge'. Person shared that they are impacted for health care by being on the outskirts of the East Riding of Yorkshire. Resident in YO41 area.

Question responses



This question brought many smiles. Lots said they had never won an award, but when taking time to think, most recalled receiving sports day awards when at school.

Several people said they had won medals for athletic competitions and marathons.

One young person was particularly proud of themselves after receiving a certificate for resisting the urge to bite people at school for a whole term. She celebrated with her friend and our team over a lollipop.



Who would you feel more confident in sharing your experiences of services with?

healthwatch

Local Authority (Council) – **4** responses

NHS – **13** responses

Independent body – **42** people

Most people felt if they had to share honest feedback with a service which was negative in nature, that they would feel uncomfortable, or that this may jeopardise their future experience of the service if needed again. People said there was value in speaking to an independent, neutral party to share any concerns they may have.



Social care – **2** responses

Charities and voluntary organisations – **17** responses

Pharmacies – **9** responses

GP – **13** responses

Mental Health Services – **5** responses

Hospitals – **31** responses

Other – **19** responses

The **19** 'other' responses related to people praising their personal support network such as family and friends. They were described by one person as the 'hidden, unsung heroes'.

Summary

Overview

Driffield Show 2025 was an enjoyable day for the public and our team. Footfall was quieter than previous years, with some who have attended regularly stating it was 'more expensive with less to do and see' this year'.

Those who spoke to our team were passionate about health and social care. Quality of care and compassion was more frequently discussed than treatment. Lack of appointments, wait times and needing to travel despite the same services being available nearer were sources of frustration for local residents. Immense gratitude for compassion and support from staff, especially within hospital settings was evident throughout the day, with us encourage people to contact those services/departments directly to ensure the appropriate staff receive the acknowledgement they deserve.

Charity and voluntary organisations as recognised to be providing a great amount of care and support in addition to statutory, publicly funded services. The public recognised the pressure those organisations are under in the current financial climate and are concerned about their future, along with the wellbeing of the staff and volunteers who deliver their services.

A need for an independent platform for the public to share their experiences and feedback was in strong demand. Some lacked the confidence to give feedback directly to services, others lacked the energy, and some were fearful of repercussions if they could not do this anonymously.

What we did with the data

All the information received was recorded on our systems at Healthwatch which will be included within various reports. Our distribution list for these reports includes services leads and commissioners who have the power to implement change. In addition, as our team attend meetings relating to some of the topics raised, their information will be shared, highlighting the impact and where appropriate, recommendations will be made. To join our

distribution list, please email
enquiries@healthwatcheastridingofyorkshire.co.uk.

Acknowledgements

Thanks and appreciation

We would like to thank the organisers of Driffield Show, everyone attending the show who spoke with our team, Haadeel Ahmm who volunteered with our team and other traders from the day who visited our stall.

Request for sharing

Healthwatch East Riding of Yorkshire respectfully request that when sharing or utilising any part of the information within this report (Driffield Show 2025 – We are here to listen) acknowledgement and full credit is given to our organisation.

healthwatch
East Riding of Yorkshire

Healthwatch East Riding of Yorkshire
Meeting New Horizons
Strand House
75 Beverley Road
Hull
HU3 1XL

www.healthwatcheastridingofyorkshire.co.uk
t: 01482 6655 684
e: enquiries@healthwatcheastridingofyorkshire.co.uk