

Enter and View Visit Report
Scrivens Opticians

1. Visit Details

Premises Visited:	Scrivens Opticians & Hearing Care 2162 Coventry Road Sheldon Birmingham B26 3JB
Date of Visit:	5 th June 2015
Time of Visit:	1.30pm - 2.15pm
Date of Report:	9 th June 2015
Purpose of the Premises/Services:	Provider of Optical services
Authorised Representatives:	Jason Mistry Mark Lynes Tina Brown-Love
Contact Details:	Healthwatch Birmingham, Cobalt Square, 83 Hagley Road, Birmingham, B16 8QG



2. Acknowledgements

Healthwatch Birmingham would like to thank the service provider for their contribution to the Enter and View programme.

3. Disclaimer

Please note that this report relates to the findings found on the specific date and time specified above. Our report is a representative portrayal of our experiences on the date and time of our visit.

4. What is Enter and View

Enter and View is part of the local Healthwatch programme to carry out Enter and View visits. Local Healthwatch representatives carry out these visits to health and social care services to find out how they are being run and make recommendations where there are areas for improvement. The Health and Social Care Act allows local Healthwatch authorised representatives to observe service delivery and talk to service users, their families and carers on premises such as hospitals, residential homes, GP practices, dental surgeries, optometrists and pharmacies. Enter and View visits can happen if people tell us there is a problem with a service but, equally, they can occur when services have a good reputation so we can learn about and share examples of what they do well from the perspective of people who experience the service first hand.

Healthwatch Enter and Views Reps are not intended to identify safeguarding issues. However, if safeguarding concerns arise during a visit they are reported in accordance with Healthwatch safeguarding policies. If at any time, an authorised representative observes anything that they feel uncomfortable about, they need to inform their lead who will inform the service manager, ending the visit. In addition, if any member of staff wishes to raise a safeguarding issue about their employer they will be directed to CQC where they are protected by legislation if they raise a concern.

5. Strategic Drivers

We recognise that Opticians play a vital role in the public's health. According to the Eyecare Trust, 20 million people in the UK risk avoidable sight loss because they fail to have regular sight tests. Similarly, it is estimated that one in five children has an undetected problem with their vision. Optician's also have a high street presence which enables them to be easily accessible.

6. Purpose of the Visit

Sheldon has a population of 21,000 people with a life expectancy gap of 2 years above the Birmingham average. Sheldon is healthy with least deprivation, and elements of low incomes with unhealthy lifestyles. Sheldon also has 4 GPs, and 1 mental health service unit but no acute services. Residents are therefore required to travel outside the ward for these services.

Scrivens Opticians is a leading high street Opticians and has over 140 branches in England. Scrivens also provides hearing care in store and provides NHS funded services.

The Sheldon branch is located on the Coventry Road. It is conveniently located for public transport and has ample parking.

Healthwatch Birmingham wants to ensure that everyone who lives in Birmingham receives effective Health and Social care services. We wanted to observe service delivery in a High Street Opticians. For this reason, we selected Scrivens Opticians in Sheldon.

7. Methodology

This was an unannounced mystery shopping visit. However, we wrote to the provider to inform that a mystery shop will be taking place within a two week period.

We conducted three mystery shopping scenarios at Scrivens Opticians as a method of engagement. A brief outline of the scenario is detailed below.

Scenario 1:

We asked Scrivens Opticians about how to book an eye test.

Scenario 2:

We asked Scrivens Opticians about how to get a free eye test and glasses whilst receiving welfare benefits.

Scenario 3:

We asked Scrivens Opticians about purchasing new contact lenses.

We conducted scenarios individually and spoke to the staff member about our specific query. Topics such as quality of advice provided, dignity, environmental factors and whether they got the help that mattered was explored during the visit.

A large proportion of the visit was observational, involving the authorised representatives observing the surroundings and service delivery. There was an observation checklist prepared for this purpose.

We did not speak to other customers who used the service and we in the shop approximately 45 minutes.

8. Results of Visits

Environment and Accessibility

Scrivens is located on Sheldon High Street which makes it easy to locate and accessible for those using public transport.

Scrivens is a single space based on the ground floor. Service points are located in the middle of the shop with partitions to allow for privacy.

The environment was clean, spacious and bright.

There was no doorbell on the front door. At the time of visit, the shop door was open and there was space for a wheelchair to enter the shop. However in other circumstances, it may have proved difficult and the customers may not be able to access the shop.

We noted that although other members of staff were busy completing tasks, this did not impact negatively on service delivery. The environment remained quiet and calm.



Promotion of Privacy, Dignity and Respect

We found members of staff were discreet and treated people with respect.

We observed members of staff being courteous and approachable which enabled customers to feel confident that they will receive support and help they need.

There is a partition which separates the two service points which help maintain privacy. We felt there was enough privacy to not be overheard by other customers or staff.

Interaction between Customers and Staff

We spoke to two members of staff whilst conducting our mystery shop.

We were immediately asked if we would like any help. We found members of staff polite, friendly and willing to help. It was noted that staff were enthusiastic and engaging.

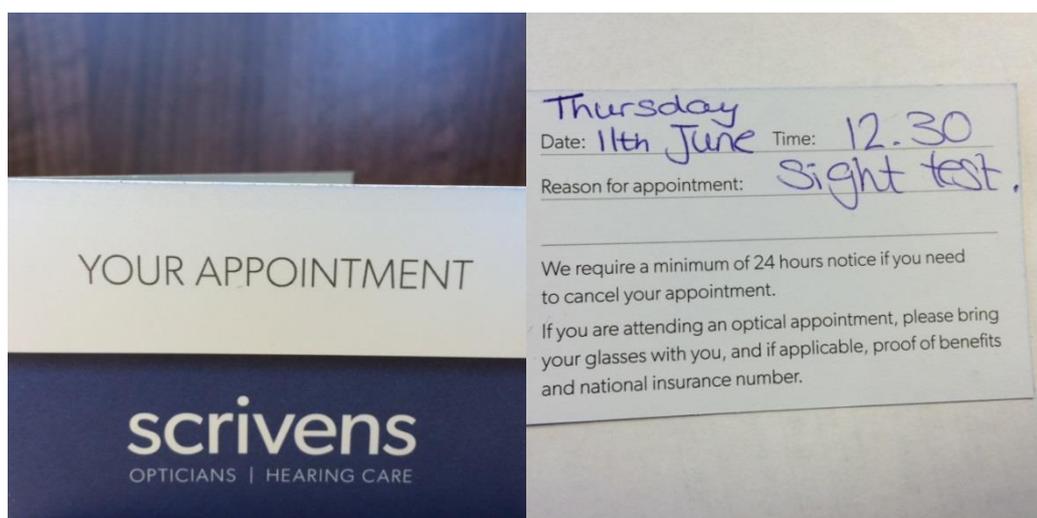
We presented our problems to the members of staff and they immediately sought to help us with our queries by booking eye tests for us or speaking to us about our queries.

We observed a member of staff taking a telephone call and interacting with other customers in the shop. We noted their polite and friendly manner in which they engaged with customers.

The staff member provided a leaflet which contained a lot of information about contact lenses. They also talked in depth about the various costs and option. For example, free contact lens trials, contact lens fitting.

However, when booking an eye test, members of staff however did not explain what the process is during an eye test. One of our scenario's involved a person visiting an optician for the first time and we noted that explaining the eye test process would be of benefit.

We were provided with an appointment card (seen below) which confirmed the time and date of the appointment.



Knowledge of Services and Products

We were advised that we did not need to bring proof of receiving welfare benefits by one member of staff. We were also not advised about completing a HC2 form to enable us to receive free treatment. Information detailed on Scrivens website and

the appointment cards states that proof of benefits must be shown to receive free eye tests and help towards the cost of glasses. Advice given by members of staff therefore differed to what was stated on the website and appointment card.

Complaints Procedure

We did not see evidence of the complaints procedure. Furthermore, despite having a comprehensive website, a complaints policy is not promoted or advertised. The website states that Scrivens welcomes feedback, “good or bad”.

A Freephone customer service number is available for customer wanting to complain or provide feedback.

Additional Findings

There is also an extensive amount of information available on the website as well as basic eye care advice and a Frequently Asked Questions section.

Summary of Findings

At the time of our visit, the evidence is that Scrivens offers members of public a very high standard of service. All three Enter and View reps agreed that Scrivens offers customers an excellent service and tries its best to meet their needs.

The Sheldon branch is modern, clean and offers customers a large range of products and treatment options. The branch is accessible and easy to get to via public transport.

The staff we spoke to were approachable and friendly. They were engaging and keen to help us. Our queries were answered promptly and we were satisfied that we got the help we needed.

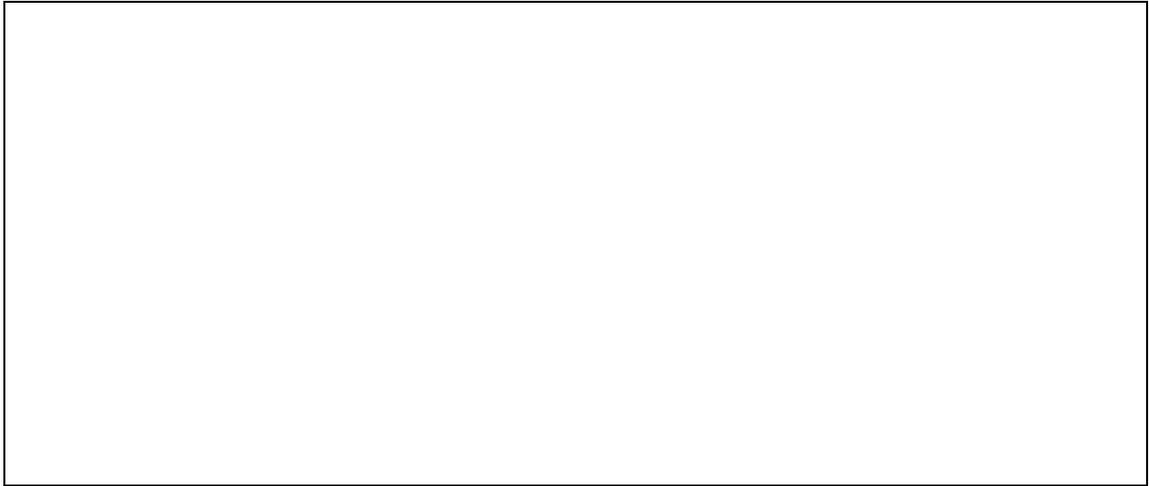
However, members of staff offered advice that differed to what is stated on the website.

9. Recommendations

- We recommend you consider improving accessibility to shop. This could include installing a doorbell for those needing assistance.
- The findings suggest that customers would benefit from processes being explained upon booking eye tests.
- The findings suggest that staff knowledge needs to be improved, particularly in relation to information needed to claim free eye tests and products. We recommend that staff are provided with additional training in this area.
- We also recommend that this training is refreshed annually and made available for new starters.

- We recommend that a Complaints policy is made available both online and in store for customers.

10. Comments from Provider:

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Healthwatch Birmingham