

COVID-19 vaccination: experiences of people in Devon

Feedback Report

June
2021





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Introduction

Healthwatch in Devon, Plymouth, and Torbay is the independent consumer champion for people using health and care services in Devon. Healthwatch listens to what people like about services and what could be improved, and shares those views with those who have the power to make change happen. Healthwatch was asked by the NHS Devon Clinical Commissioning Group to gather feedback that they can use to improve the COVID-19 vaccination process.

Methodology

Between 17th and 25th May 2021, 11 Healthwatch volunteers and staff members visited five vaccination centres: Home Park (Plymouth), Barnstaple Leisure Centre, Riviera International Centre (Torquay), Greendale Business Park (Exeter), and Lewis Pharmacy (Exmouth). A risk assessment was carried out before the engagement and all volunteers and staff were provided with personal protective equipment. Respondents were approached after they had received their vaccine. The survey consisted of seven multiple choice questions and two open-ended questions. 474 people completed the survey.



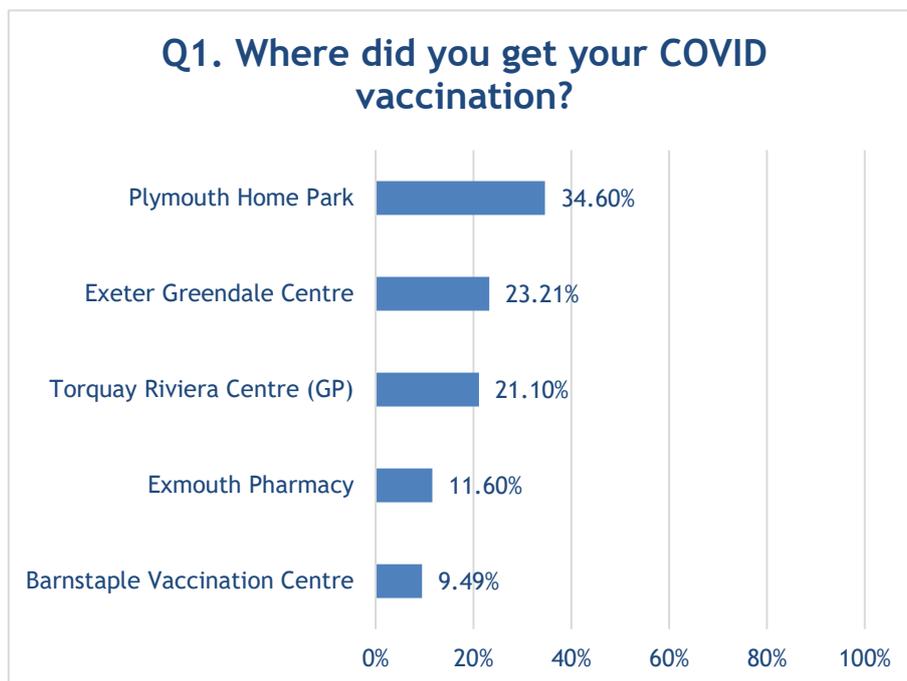
Key findings

- Feedback from vaccination centres has been overwhelmingly positive. The five vaccination centres visited by Healthwatch received an average satisfaction rating of 4.95 out of 5. Of the 474 people who completed the survey, over 99% rated their experience as good or very good. Four respondents – less than 1% – rated their experience as average or very poor.
- Most respondents feel that the whole process of getting vaccinated went well, describing it as quick, efficient, and well organised. Respondents praised the ease of booking their appointment, the friendliness and professionalism of staff and volunteers, and the ease of attending and navigating their venue.
- When asked what could be improved about the vaccination process, the most common response was “nothing.” A small number of respondents suggested that there could have been more local venues, venues could have better signage, information about their appointment could have been better communicated to them, and that refreshments could have been available.

Detailed findings

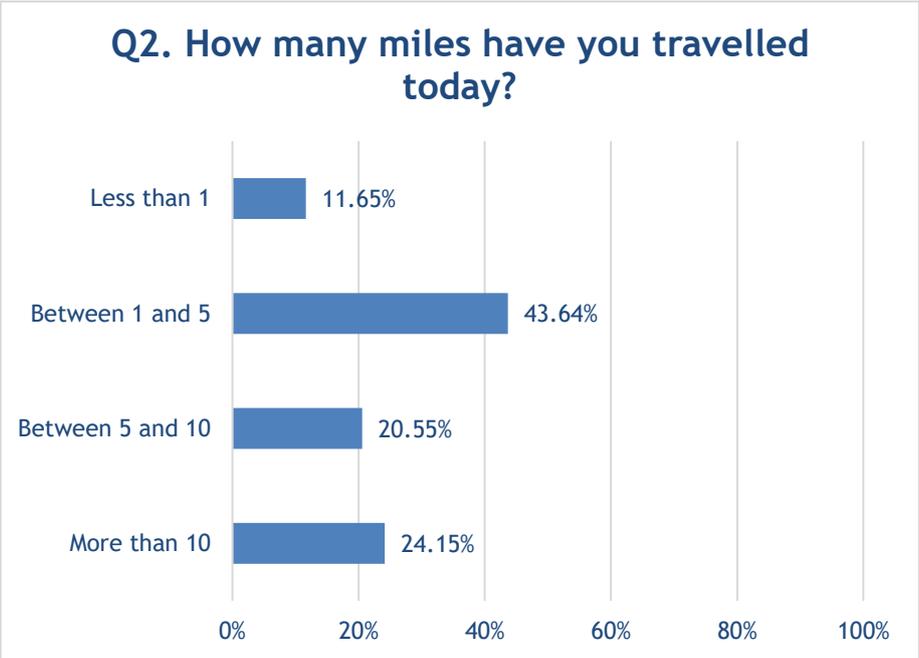
Question 1. Where did you get your COVID vaccination?

All 474 respondents answered this question. 34.60% of respondents (164 people) attended Plymouth Home Park, 23.21% of respondents (110 people) attended Exeter Greendale Business Park, 21.10% of respondents (100 people) attended Torquay Riviera Centre, 11.60% of respondents (55 people) attended Exmouth Lewis Pharmacy, and 9.49% of respondents (45 people) attended Barnstaple Leisure Centre.



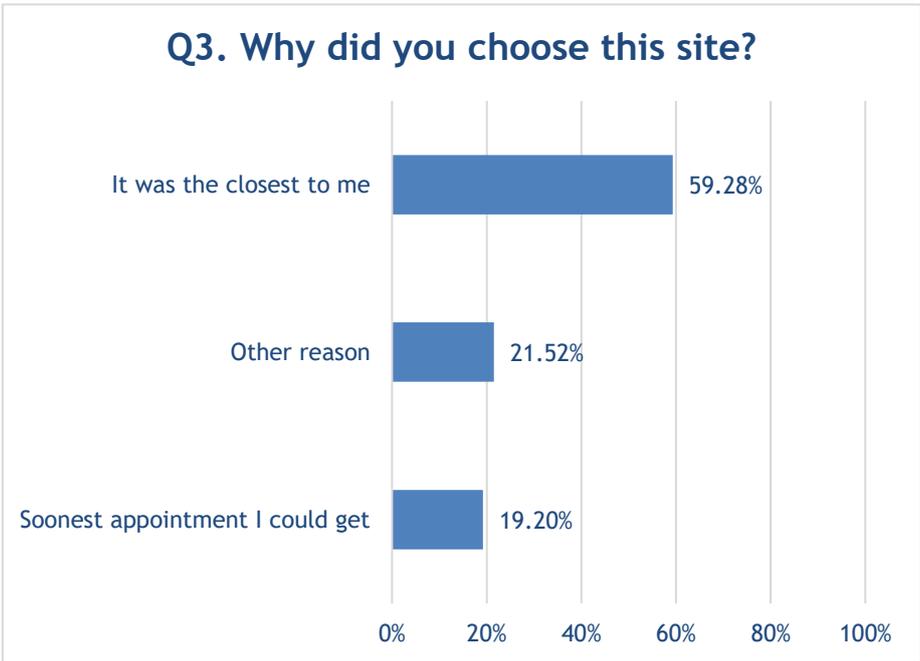
Question 2. Approximately how many miles have you travelled today?

472 respondents answered this question and two skipped it. 11.65% of respondents (55 people) travelled less than one mile, 43.64% (206 people) travelled between one and five miles, 20.55% (97 people) travelled between five and 10 miles, and 24.15% (114 people) travelled more than 10 miles. Torquay had the highest percentage of respondents travelling less than five miles (83.67% or 82 respondents), and Exeter had the highest percentage of respondents travelling more than 10 miles (44.55% or 49 respondents).



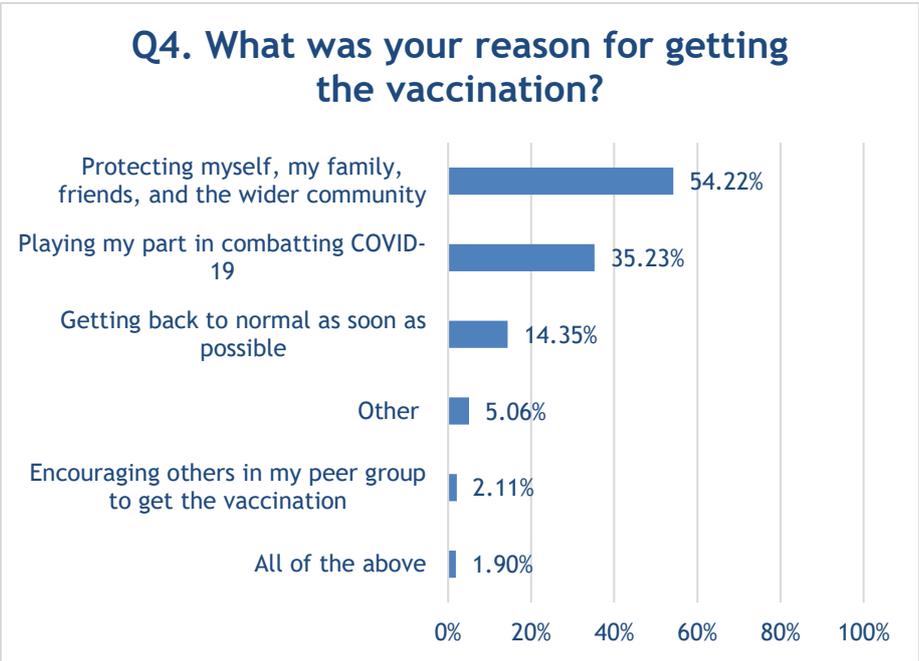
Question 3. Why did you choose this site?

All 474 respondents answered this question. 59.28% of respondents (281 people) said their site was the closest to them and 19.20% (91 people) said their site had the earliest appointment. 21.52% (102 people) said there was another reason. Of these respondents, 78.43% (80 people) said they had “no choice” or that their vaccination centre was the only one available to them. 10.78% (11 people) said they chose their site because it was convenient, for example adequate parking, proximity to their workplace, or because they could “make a day of it.” 4.90% of respondents (five people) said a partner or family member booked their appointment for them. 2.94% of respondents (three people) said they had previously been at Westpoint, and 0.98% (one person) said they wanted a specific vaccine. Two respondents selected “other” but did not elaborate on the reason.



Question 4. What was your reason for getting the vaccination?

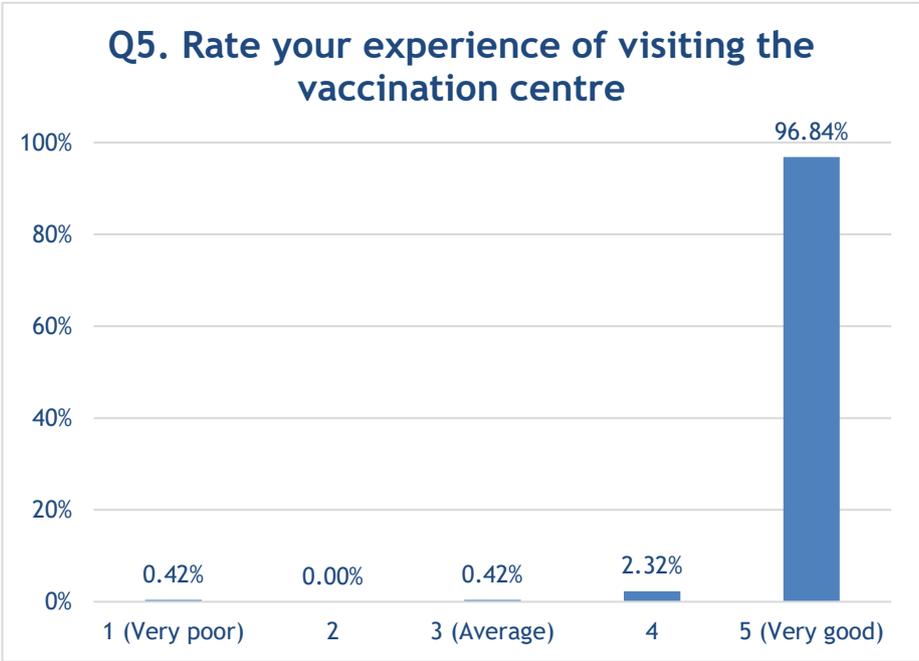
All 474 respondents answered this question. 54.22% of respondents (257 people) were motivated by “protecting myself, family, friends, and the wider community”, 35.23% (167 people) were motivated by “playing my part in combatting COVID-19”, 14.35% (68 people) were motivated by “getting back to normal as soon as possible”, 2.11% (10 people) were motivated by “encouraging others in my peer group to get the vaccination”, and 1.90% (nine people) were motivated by all of the above. 24 respondents (5.06%) had another reason for getting vaccinated. Of these respondents, nine said getting vaccinated was sensible or right, six wanted to travel, three were getting the vaccine for work, three said the vaccine had been recommended, two said they believed it was compulsory, and one wanted to protect the NHS. As respondents were able to choose more than one option, percentages may total more than 100.



Question 5. Please rate your experience of your visit to the vaccination centre out of 5.

All 474 respondents answered this question. 96.84% of respondents (459 people) rated their experience very good (5), 2.32% (11 people) rated their experience good (4), 0.42% (two people) rated their experience average (3), and 0.42% (two people) rated their experience very poor (1). None rated their experience poor (2).

The average rating across all vaccination centres was 4.95. Barnstaple and Exmouth each had average ratings of 5, Torquay and Plymouth each had average ratings of 4.94, and Exeter had an average rating of 4.93. Barnstaple and Exmouth were rated very good by all respondents who attended. Exeter and Plymouth received a rating of “very poor” from one respondent each; they were the only centres to receive this rating. A full breakdown of responses by location is available in Appendix 1.



Question 6. In your experience, what worked well in getting your vaccination?

448 respondents answered this question and 26 skipped it. The most common response, given by 363 respondents, was “the whole process” or “everything.” 85 respondents praised the booking and appointments process, saying it was quick and easy; some appreciated that they were able to book their appointment at the same time as family members. 78 respondents praised the staff and volunteers at the centre, who were described as “friendly,” “reassuring,” “professional,” and “well-organised.” 64 respondents mentioned the venue at which they were vaccinated; respondents praised signposting, parking, and convenience of location. A summary of themes by location is available in Appendix 2. Some respondents mentioned more than one aspect of their visit, so percentages may total more than 100.

General process (363 respondents; 81.02%)

- “Everything [was] fantastically organised. My 14:50 appointment was done by 14:53. Amazing.” - Plymouth
- “Actually getting the vaccine has only taken 15 minutes but hasn’t felt rushed.” - Exeter
- “It was fluid and well organised.” - Torquay
- “Very quick and efficient. On time and very thorough.” - Exmouth
- “The whole process was very easy and straightforward... vaccination was extremely quick and efficient.” - Barnstaple

Booking and appointments (85 respondents; 18.97%)

- “Booking was easy.” - Plymouth
- “Everything was very simple, booking online took minutes.” - Exeter
- “I liked the fact I was able to be seen early with my daughter.” - Torquay
- “[It was easy] to book, quick. [They] gave me lots of information.” - Exmouth
- “Booking was quick and easy with a great range of times and dates available.” - Barnstaple

Staff and volunteers (78 respondents; 17.41%)

- “All staff and volunteers were very friendly and reassuring.” - Plymouth
- “Lots of staff/volunteers on hand to guide me round clearly.” - Exeter
- “[The staff] made you feel welcome, [they were] professional, the team worked well.” - Torquay
- “I suffer from panic attacks but that didn’t happen today. [The staff] kept things nice and calm.” - Exmouth
- “Excellent staff at the venue - friendly, informative and clear, caring.” - Barnstaple

Venue (64 respondents; 14.29%)

- “Venue access [was] good.” - Plymouth

-
- “[The venue] was easy to get to and [had] plenty of parking, everything [was] clearly displayed so [I could] easily see where to go.” - Exeter
 - “Free parking made for an almost stress-free experience.” - Torquay
 - “[The venue is] convenient for non-drivers.” - Exmouth
 - “Access was clearly marked out.” - Barnstaple

Question 7. Is there anything that could have improved your experience of getting your vaccination?

376 respondents answered this question and 98 skipped it. The most common response was “nothing” or “no improvements necessary”. 36 respondents said the venue could have been improved, such as the location, signage, or seating. Half of these suggestions were from Exeter respondents, which may have been due to this centre moving from Westpoint to Greendale, and the fact that Exeter respondents travelled longer on average to reach their centre. 28 respondents critiqued the booking and appointments system; some people found booking difficult and some said important information was not communicated to them. Nine respondents said they would have liked for refreshments to be available at the vaccination centre. Eight respondents had other suggestions; three had comments about the availability or format of vaccination cards, two said they would have liked their appointment to be faster, two said they would like a shorter interval between the first and second jabs, and one said the nurse administering their vaccine was rude. Seven respondents made comments that were irrelevant or unclear. A summary of themes by location is available in Appendix 3. As some respondents made more than one suggestion, and some made irrelevant or unclear comments, percentages below may not total exactly 100.

No suggestion (293 respondents; 77.93%)

- “No. I’m very impressed with the efficiency of everything.” - Plymouth
- “Nothing could have been improved.” - Exeter
- “I didn’t think anything could have been improved.” - Torquay
- “No, fantastic service.” - Exmouth

Venue (36 respondents; 9.57%)

- “The occasional seat would help while queueing.” - Plymouth
- “Perhaps some signs at Westpoint actually indicating where to go to Greendale.” - Exeter
- “I would have preferred a closer venue option.” - Exeter
- “I did notice a lack of chairs for people with disabilities to sit down while waiting.” - Torquay
- “I had to come a long way, somewhere closer would have been better.” - Exmouth
- “A closer centre to Bude.” - Barnstaple

Booking and appointments (28 respondents; 7.45%)

- “To know what vaccine you will receive at the time of booking.” - Plymouth
- “The text confirming today’s appointment did not make it clear the venue had been changed.” - Exeter
- “Booking was not easy, I tried initially online and couldn’t so I had to phone.” - Exeter
- “GP booking via text made it difficult to get two people’s appointments at the same time.” - Torquay
- “I didn’t realise I had to bring my card. [They] should remind people at booking.” - Exmouth
- “Potentially more choice for booking [the] appointment.” - Barnstaple

Refreshments (9 respondents; 2.39%)

- “Tea and coffee.” - Plymouth
- “A cup of tea.” - Torquay

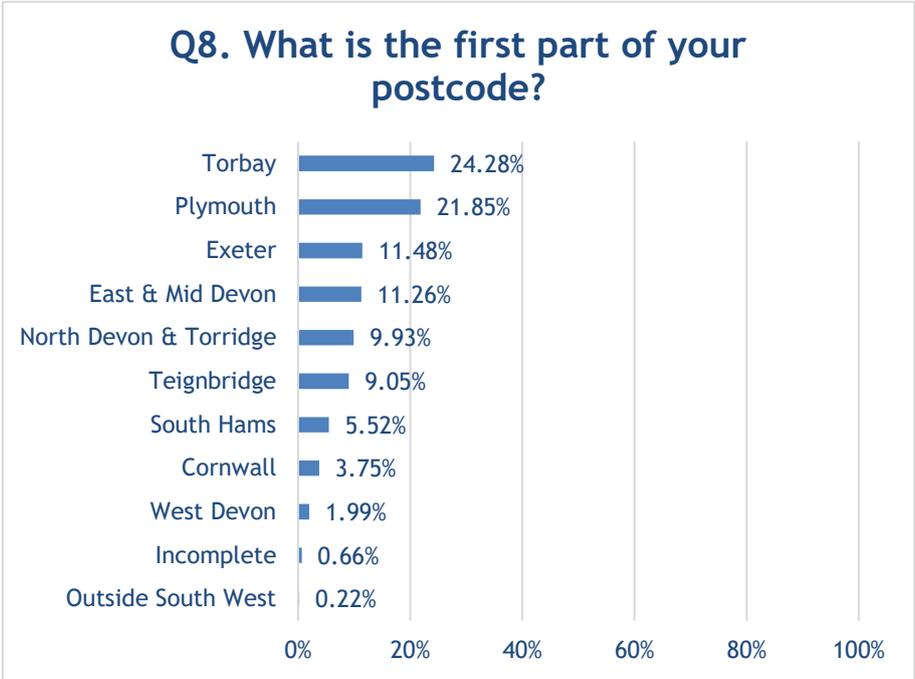
Other (8 respondents; 2.13%)

- “They ran out of vaccination cards.” - Exeter
- “A shorter time between vaccinations.” - Torquay
- “[There was a] long wait to be seen, from the queue outside to the vaccine.” - Torquay
- “[The] nurse was rude, not sympathetic [to my] needle phobia.” - Torquay
- “It would be helpful if [vaccination cards] were more digitised.” - Exmouth

Demographics information

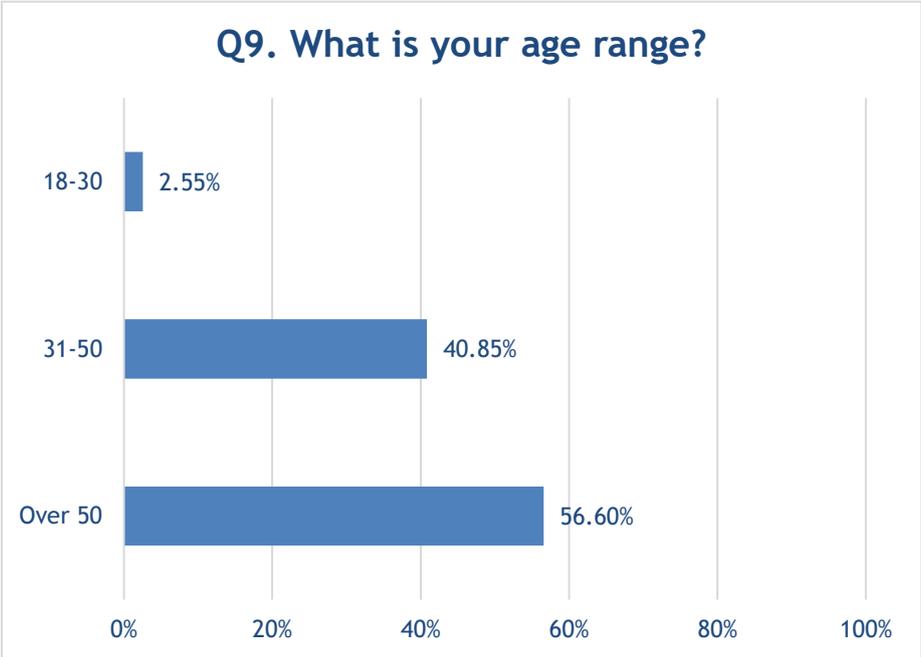
Question 8. What is the first part of your postcode?

453 respondents answered this question and 21 skipped it. Three respondents provided incomplete postcodes and one respondent provided a postcode that was outside the South West. A full breakdown of postcodes is available in Appendix 4.



Question 9. What is your age range?

470 respondents answered this question and four skipped it. 2.55% of respondents (12 people) were aged 18 to 30, 40.85% (192 people) were aged 31 to 50, and 56.60% (266 people) were aged over 50.



Statement from NHS Devon Clinical Commissioning Group

NHS Devon Clinical Commissioning Group (CCG) would like to thank Healthwatch Devon, Plymouth & Torbay and all its volunteers for undertaking this important piece of engagement. Seeing that 99% of people had a positive experience when having their vaccination should increase confidence to many more people across Devon who are considering whether or not to get the COVID-19 vaccination. Hopefully this will encourage them to make an appointment and get their vaccination.

It is also very important to hear what could have been better about people's experience, and what can be done to help support more people to attend a vaccination site. The CCG will review these findings and share any actions that need to be taken with our vaccination teams. We will take the learning from this engagement to other vaccination sites, to ensure that people are supported in the best way possible, wherever they choose to get their vaccination from.

The hugely positive feedback and comments about staff and volunteers at the vaccination sites will be shared with the teams to show them how appreciative people of Devon are of their amazing work.

A final thank you to all those that participated in this engagement, and helping to support people to get their COVID-19 vaccination in Devon.

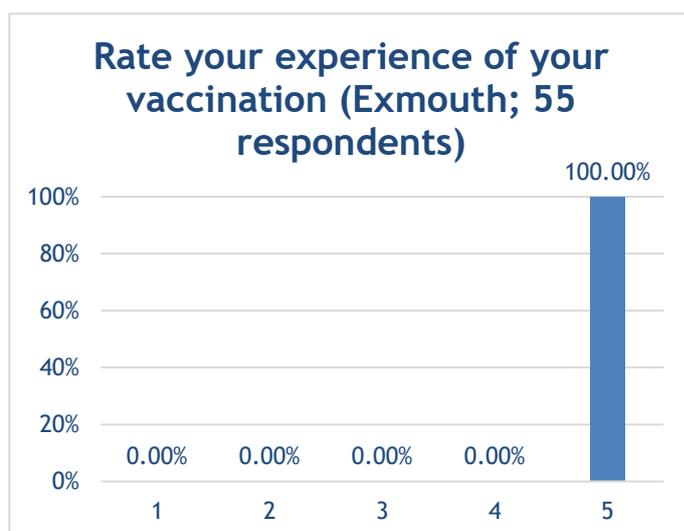
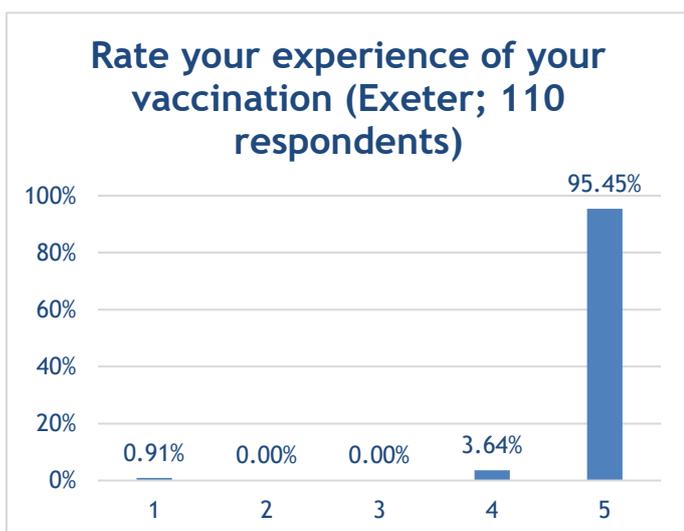
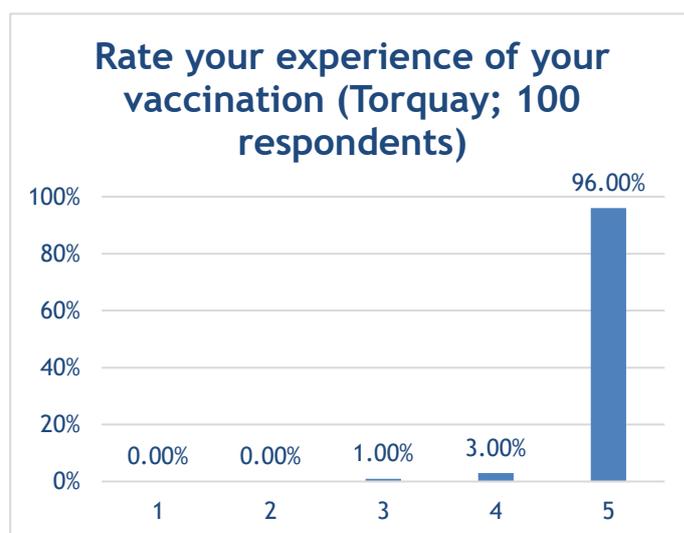
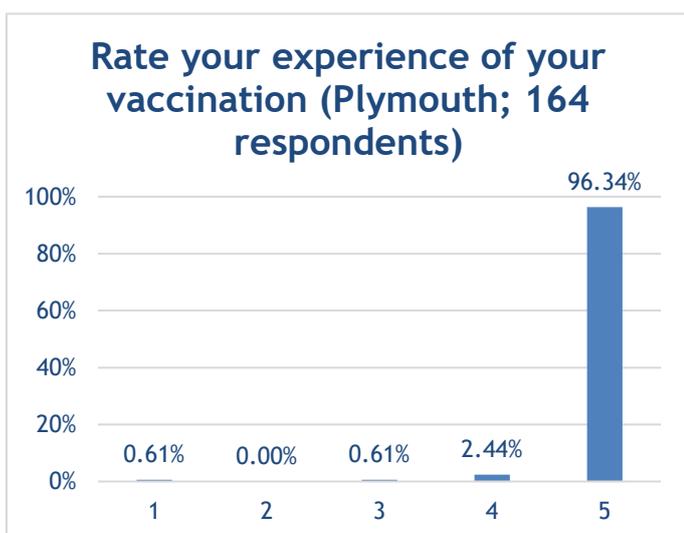
Recognition

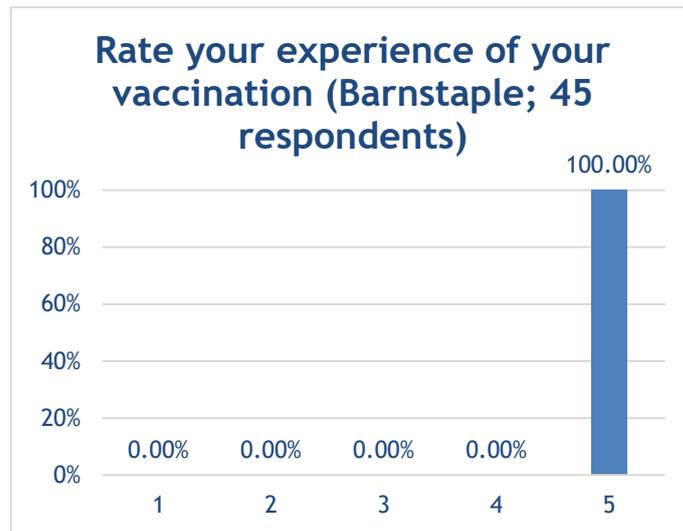
Healthwatch in Devon, Plymouth, & Torbay would like to thank all the people who took the time to offer their feedback about the vaccination process, all the Healthwatch volunteers and staff members who carried out this engagement, and the vaccination centre coordinators for accommodating Healthwatch during the engagement.

Appendix

Appendix 1. Breakdown of Question 5 response by location

Question 5. Please rate your experience of your visit to the vaccination centre out of 5.





Appendix 2. Breakdown of Question 6 responses by location

Question 6. In your experience, what worked well in getting your vaccination?

Plymouth (150 respondents answered, 14 skipped)

- General process (118 respondents)
- Booking and appointments (39 respondents)
- Staff and volunteers (27 respondents)
- Venue (25 respondents)

Torquay (All 100 respondents answered)

- General process (90 respondents)
- Staff and volunteers (18 respondents)
- Venue (16 respondents)
- Booking and appointments (14 respondents)

Exeter (100 respondents answered, 10 skipped)

- General process (85 respondents)
- Venue (13 respondents)
- Booking and appointments (11 respondents)
- Staff and volunteers (eight respondents)

Exmouth (All 55 respondents answered)

- General process (43 respondents)
- Staff (11 respondents)
- Booking (seven respondents)
- Venue (three respondents)

Barnstaple (43 respondents answered, two skipped)

- General process (27 respondents)
- Booking and appointments (14 respondents)
- Staff and volunteers (13 respondents)
- Venue (seven respondents)

Appendix 3. Breakdown of Question 7 responses by location

Question 7. Is there anything that could have improved your experience of getting your vaccination?

Plymouth (132 respondents answered, 32 skipped)

- No suggestion for improvement (108 respondents)
- Venue (10 respondents)
- Booking and appointments (five respondents)
- Refreshments (three respondents)
- Speed of appointment (one respondent)

Torquay (85 respondents answered, 15 skipped)

- No suggestion for improvement (67 respondents)
- Booking and appointments (seven respondents)
- Venue (four respondents)
- Refreshments (three respondents)
- Time between appointments (two respondents)
- Rude staff member (one respondent)
- Speed of appointment (one respondent)

Exeter (66 respondents answered, 44 skipped)

- No suggestion for improvement (38 respondents)
- Venue (18 respondents)
- Booking and appointments (12 respondents)
- No vaccination card available (one respondent)

Exmouth (All 55 respondents answered)

- No suggestion for improvement (49 respondents)
- Venue (three respondents)
- Availability of vaccination cards (two respondents)
- Booking and appointments (one respondents)

Barnstaple (38 respondents answered, seven skipped)

- No suggestion for improvement (31 respondents)
- Refreshments (three respondents)
- Booking and appointments (three respondents)
- Venue (one respondent)

Appendix 4. Full list of postcodes

The number of respondents is listed next to each postcode. One respondent gave the postcode HU15, which is located in East Yorkshire.

- | | | | |
|--------|----|--------------|---|
| • TQ4 | 30 | • EX34 | 8 |
| • TQ3 | 28 | • PL21 | 8 |
| • EX8 | 21 | • EX16 | 7 |
| • PL5 | 21 | • EX10 | 6 |
| • TQ1 | 19 | • TQ9 | 6 |
| • TQ12 | 18 | • EX14 | 5 |
| • TQ2 | 18 | • EX39 | 5 |
| • EX4 | 16 | • EX7 | 5 |
| • PL9 | 16 | • PL11 | 4 |
| • TQ5 | 15 | • EX9 | 4 |
| • EX2 | 12 | • EX38 | 4 |
| • EX32 | 12 | • EX12 | 3 |
| • PL6 | 12 | • EX15 | 3 |
| • EX1 | 11 | • EX3 | 3 |
| • PL2 | 11 | • Incomplete | 3 |
| • PL4 | 11 | • EX36 | 3 |
| • TQ14 | 11 | • EX6 | 3 |
| • EX5 | 10 | • TQ13 | 3 |
| • PL7 | 10 | • PL20 | 3 |
| • PL12 | 9 | • EX33 | 2 |
| • PL1 | 9 | • EX37 | 2 |
| • PL3 | 9 | • PL8 | 2 |
| • TQ7 | 9 | • EX20 | 2 |
| • EX31 | 8 | • PL19 | 2 |

-
- EX23 1
 - PL10 1
 - PL17 1
 - PL18 1
 - EX11 1
 - EX17 1
 - EX19 1
 - HU15 1
 - TQ11 1
 - EX21 1
 - EX22 1

Appendix 5. Survey Questions

Question 1. Where did you get your COVID vaccination?

- Plymouth Home Park
- Barnstaple Vaccination Centre
- Exeter Greendale Centre
- Torquay Riviera Centre (GP)
- Pharmacy in Exmouth

Question 2. Approximately how many miles have you travelled today?

- Less than 1
- Between 1 and 5
- Between 5 and 10
- More than 10

Question 3. Why did you choose this site?

- It was the closest to me
- Not the closest, but the soonest appointment I could get
- Other reason (please provide further information)

Question 4. What was your reason for getting the vaccination?

- Playing my part in combatting COVID-19
- Getting back to normal as soon as possible
- Protecting myself, my family, friends and the wider community
- Encouraging others in my peer group to get the vaccination
- Other (please provide further information)

Question 5. Please rate your experience of your visit to the vaccination centre out of 5

- 1 (very poor)
- 2
- 3 (average)
- 4
- 5 (very good)

Question 6. In your experience, what worked well in getting your vaccination? E.g. booking the appointment, accessing the venue, vaccination process today.

Question 7. Is there anything that could have improved your experience of getting your vaccination? E.g. booking the appointment, accessing the venue, vaccination process today.

Question 8. The first part of your postcode

Question 9. What is your age range?

Contact us



Jan Cutting Healthy Living Centre
Scott Business Park
Beacon Park Road
Plymouth
PL2 2PQ

www.healthwatchdevon.co.uk
t: 0800 520 0640 (Freephone)
e: info@healthwatchdevon.co.uk
tw: @HwDevon
fb: facebook.com/healthwatchdevon



Jan Cutting Healthy Living Centre
Scott Business Park
Beacon Park Road
Plymouth
PL2 2PQ

www.healthwatchplymouth.co.uk
t: 0800 520 0640 (Freephone)
e: info@healthwatchplymouth.co.uk
tw: @HealthwatchPlym
fb: facebook.com/HealthwatchPlymouth



Room 17
Paignton Library
Great Western Road
Paignton
TQ4 5AG

www.healthwatchtorbay.org.uk
t: 08000 520 029 (Freephone)
e: info@healthwatchtorbay.org.uk
tw: @HWTorbay
fb: facebook.com/HealthwatchTorbay
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