

## David Brewer, Head of Engagement at East and North Hertfordshire NHS Trust

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NHS Trust

### *David, how and why did you come to work with Red Potato?*

“Jay Wheeler, Managing Director of Red Potato, had been promoting his company’s services – particularly those that covered the public and community sectors – and I decided to have a chat with him to see if there were any ways in which he might be able to help us.

“When we spoke, it soon became clear that Jay understood public services, and I felt that his philosophy closely matched mine, and that of the Trust. Although there was nothing I immediately needed from Red Potato, I was convinced that he could be valuable at the right time.”



### *So what was the challenge that prompted you to bring Red Potato in?*

“I asked the Red Potato team to engage schools and young people from Welwyn Hatfield to be involved in the Trust’s AGM, especially to take part in our marketplace of activities to provide insight from young people about what their local NHS means to them.

We wanted to extend our reach into the community and recruit new young members, and the AGM provided an opportunity for them to showcase their interest in the Health Service.

“The brief we set was to recruit 100 members and facilitate marketplace stalls from five different schools, from which we could gather information on attitudes towards the Health Service.”

### *So was the outcome satisfactory?*

“Absolutely. The AGM was a real success, and Red Potato delivered exactly what was required. They devised an effective engagement programme that demonstrated a good understanding of our ethos.

“And as a result, we soon went back to Red Potato with a second commission, this time to work with schools on the NHS Takeover Challenge, sponsored by the government’s Children’s Commissioner, in which the students worked with Trust staff to make a real practical difference to improve our services including catering and waiting areas for young people.

“Jay and his team managed the whole process of recruiting the students, including organising a preparation event two weeks before the Takeover Day itself, and we were very pleased with their contribution, which undoubtedly enhanced the event for all concerned.”

### *What would you say to anyone who might be considering using Red Potato’s services?*

“Jay has a nice, laid-back style, and he really takes the time and trouble to understand his clients’ needs. The operation is very flexible and Red Potato goes the extra mile to deliver what they promise. For anyone in the public sector in particular, they are especially effective.”

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