

**Chief Executive's Report**  
**Nicola Lees, Chief Executive**

**Purpose of this Report:**

To update Board members on national, regional and local issues, announcements relating to mental health, learning disability and community health services, and Chief Executive level discussions within the local health economy.

**Recommendations**

That the Board:

- **Notes** the content of the Chief Executives report
- **Reviews** the Trusts access for LGBT and people to its services focussing on key areas from the work of the London Assembly Health Committee
- **Considers** how the Trust might extend its relationship with the VCS across West Yorkshire given the focus of specialist mental health service development of a West Yorkshire basis and the expansion of Children's services to include Wakefield

**Previous meetings/committees where the report has been considered:** Executive Management Team

**Risk issues identified for discussion:** Board members will want to identify any risks emerging from the content of the paper, and how new issues and challenges across the NHS might affect BDCFT. Any emerging issues may be taken forward through individual discussions with Directors outside Board meetings or suggesting a future paper to the Board or its Committees.

**Links to Strategic Drivers**

This report underpins all four of the strategic drivers.

**Links to principal risks**

There are no specific risk issues identified

**Publication under Freedom of Information Act:**

This paper has been made available under the FOI Act.

**CQC outcomes**

This paper provides assurance in relation to the well-led framework

## Trust News

**Quality accreditation:** Bradford South and West community mental health team is one of the first teams across the country to receive national recognition for the quality of care and treatment it provides. [➤ Read more](#)

### **‘Stress Buster’ sessions:**

MyWellbeingCollege has been running free ‘stress buster’ sessions for staff across the Trust. The session helps to teach people how to beat stress

MyWellbeingCollege will help people navigate their way through life’s ups and downs, is holding a series of quick stress buster sessions aimed at spotting the early signs and providing people with the tools they need to manage stress. [www.bmywellbeingcollege.nhs.uk](http://www.bmywellbeingcollege.nhs.uk),

## Local News

### **Car parking at Airedale General Hospital:**

Work has begun on the installation of a new barrier-controlled car park system at Airedale Hospital this month. [➤ Read more](#)

Barrier control is being installed in two car parks in order to separate staff and visitor parking.

In support of reinvestment into such infrastructure changes, Airedale NHS Foundation Trust have also reviewed staff parking charges and have introduced a revised permit pricing structure (effective February). The existing flat-rate system for charging will be replaced by the new pricing structure whereby charges are applied according to pay band and staff base (enabling community staff to pay a reduced rate). Further internal information will be sent via BDCFT e-comms.

**Merger of 3 Councils for Voluntary Service in Bradford and District:** Bradford Council for Voluntary Service (BCVS), Keighley & Ilkley Voluntary and Community Action (KIVCA) and Shipley and Bingley Voluntary Services (SBVS) began a journey toward merger in January 2016.

In December the members of the three organisations gave the go-ahead to merge and it is intended that all three organisations will merge at the end of March and from the 1<sup>st</sup> April 2017 they shall be known as Community Action Bradford & District.

A press release will be released in April 2017 to inform wider communities, and an official launch will follow in July 2017

## National News

### **NHS England:**

- [Resources](#) to support patient and public participation in NHS England’s direct commissioning activities
- Mental Health conditions data packs enable local health economies to compare their performance with their ten most similar CCGs. [➤ Read data packs](#)



Share our good news on twitter by clicking ‘read more’ and using the twitter tap on the right hand side.

## Trust News

**Learning disability service** is celebrating after being shortlisted for a national award.

Waddiloves health clinic has been named as a finalist in the specialist services category of the Health Service Journal (HSJ) Awards. [➤ Read more](#)

**National Service User award:** The awards celebrate patient projects in hospital services nationwide and the Trust has been announced as a finalist in the category Breaking Down Barriers Tackling Stigma for its festival of music and arts hosted at Lynfield Mount Hospital – LYNFEST. [➤ Read more](#)

### **HR Distinction Awards 2017:**

Congratulations to the Human Resources team on being shortlisted at the 2017 NHS Distinction Awards for Distinction in Inclusion and Diversity. Although not a winner on the night, the entry was highly commended and received extremely positive feedback from an esteemed panel of judges.

**\*\* A huge well done to all \*\***

## Local News

**Winter pressures:** The Trust continue to work with both acute organisations, Bradford Teaching Hospitals NHS Foundation Trust and Airedale NHS Foundation Trust, in times of extreme pressure. This has involved supporting the discharge teams with community matrons and case managers.

**Home-grown volunteers and interns get involved in the local NHS:** Young people in Bradford are at the top of the local NHS' agenda to get more people involved in volunteering, internships and work placements.

The Bradford clinical commissioning groups (CCGs) have already committed funding to support ways of increasing opportunities for young people to take up formal volunteering roles in local health services. [➤ Read more](#)

**A new prescription to improve health and wellbeing:** Clinical leaders in Bradford are piloting an innovative social prescribing service to support patients' health and wellbeing. [➤ Read more](#)

**North Yorkshire Tobacco Control report 2016: One year on.** [➤ Read report](#)

## National News

**National Health Executive** says the Nursing workforce is in crisis. Nurses have expressed their fears after figures revealed a worrying drop in the number of students applying to start health and social care courses in the next academic year. [➤ Read more](#)

**The Kings Fund 'The NHS if....'** competition winner essay is an interesting read. Sue Brown explores how the NHS might change if the government increased taxation and used this money fund services closer to home. ***What if the NHS moved most care out of hospitals?*** [➤ Read the winning essay](#)

**Quality improvement: learning from innovations in the vanguard:** In his blog, Don Berwick International Visiting Fellow, discusses the impact of work under way and considers how the innovative approaches being developed could be shared more widely across the NHS. [➤ Read Blog](#)

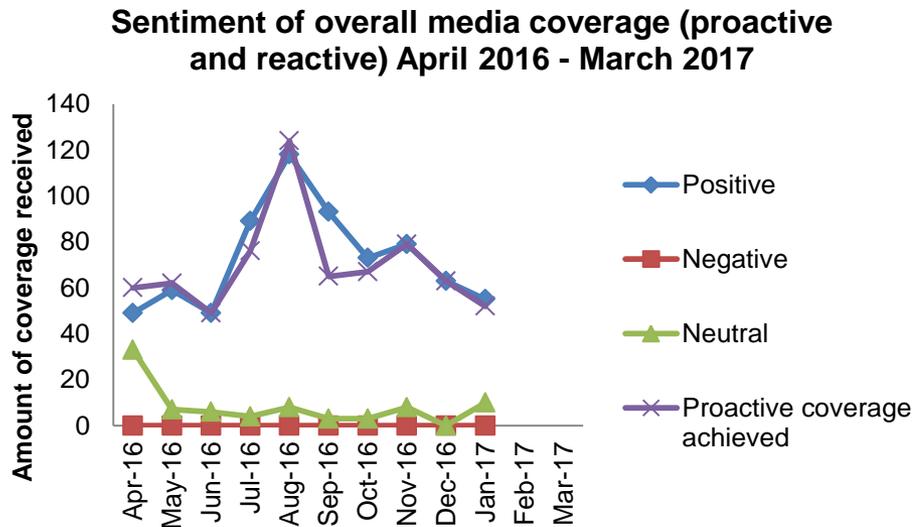
**The March 2017 NHS plan – honesty and realism please!** NHS Providers chief executive Chris Hopson writes for the [BMJ](#) and spells out what he believes we should see from the *Five year forward view* delivery plan in March.



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# External Media Report - January 2017

The Trust's formal launch of MyWellbeing College generated significant coverage in January, including print media, radio interviews including BBC Radio Leeds, and engaged people on social media with positive film testimonials from people who have used the service. An interview with Andy McElligott on shared electronic records gained us national coverage in Digital Health. Twitter followers and Facebook likes continue to grow, with a spiked increase in website visitors this month and a lower bounce rate (more people moving across the site).



**In January the Trust achieved positive/neutral coverage for the following proactive media activity:**

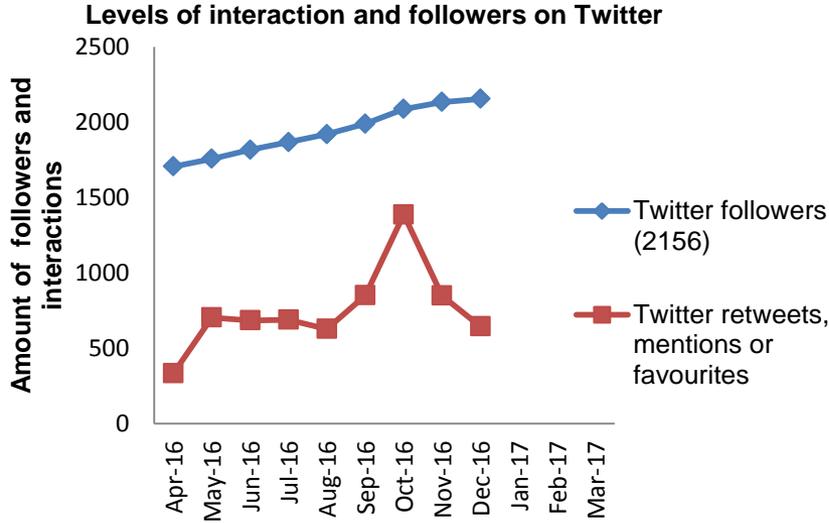
- **MyWellbeing College launch** - Telegraph and Argus, Keighley News, Craven Herald, Ilkley Gazette, Wharfedale Observer, Pulse radio, BCB radio and BBC radio Leeds.
- **Debra Gilderdale's appointment as Director of Operations & Nursing** - Telegraph and Argus, Keighley News, Craven Herald, Ilkley Gazette, Wharfedale Observer.
- **Shared electronic record** - interview with Andy McElligott in Digital Health.
- **Energy workshop at the carers hub** - Telegraph and Argus, Wharfedale Observer, Craven Herald, interviews on BCB radio.
- **Donation from Sovereign Health Care** - Telegraph and Argus, Keighley News, Craven Herald, Ilkley Gazette, Wharfedale Observer.
- **Trust Board meeting** - Telegraph and Argus.

# External Media Report - January 2017

## Social media

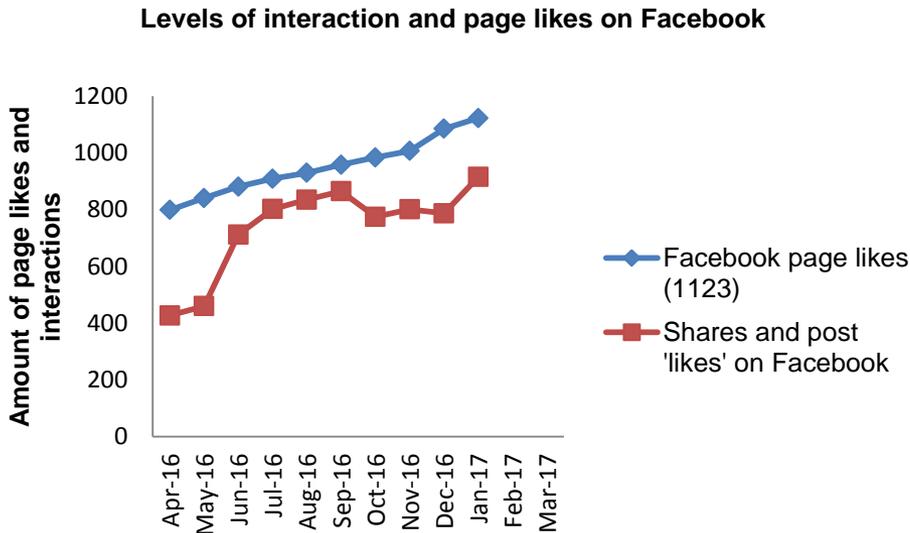
[Twitter](#) 

[twitter.com/BDCFT](https://twitter.com/BDCFT)



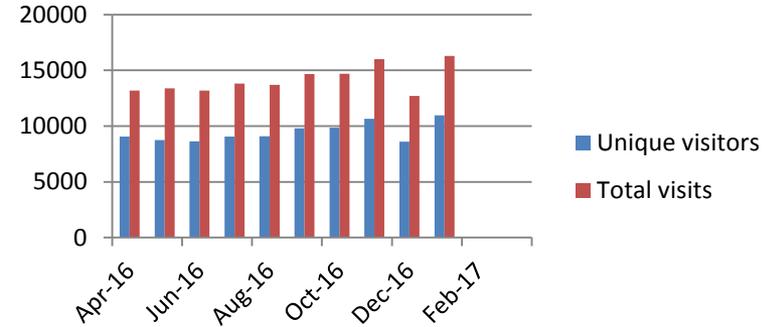
[Facebook](#) 

[facebook.com/bdct02](https://facebook.com/bdct02)

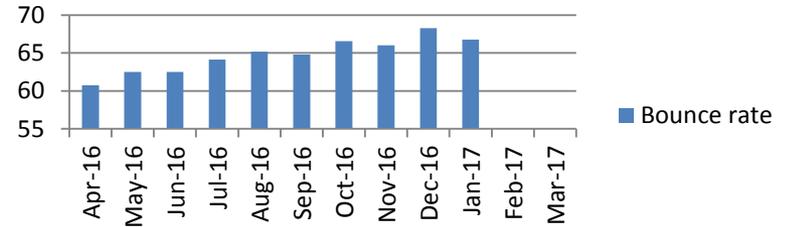


## Online media

### Web traffic



### Bounce rate



## External communications focus

### Q3 (Jan 2017 – end Mar 2017)

- MyWellbeing College formal launch (16 Jan) ✓
- Time to Talk (2 Feb) ✓
- Publish two-year plan 2017-19 (end Mar)
- Staff survey (early Mar)
- Board on the Road meetings - (on-going)

## National News

### Primary Care Commissioning:

- PCC and Capsticks present the most up-to-date view of the options for commissioners and providers considering contracts based on multispeciality community provider (MCP), primary and acute care systems (PACS) and other new models. [➤ Read more](#)
- Guidance on a better payment system for IAPT services. [➤ Read more](#)
- This [report](#) highlights concerns around the lack of progress on integration of physical and mental health care in general hospitals.
- Time to get touch on sustainability and transformation mental health plans. [➤ Read more](#)

### NHS Rightcare:

- Personalised mental health and dementia [data packs](#) for CCGs. The data will support discussions about best use of mental health resources and help to identify unwarranted variations in each local health economy.

### Department of Health:

- The Department of Health has published a [review](#) of care and support for children and young people with complex needs involving mental health, learning disabilities and/or autism.

### The Guardian:

- Most people with mental health issues do not receive good treatment at A&E, leading to repeated visits. [➤ Read more](#)
- GP leaders float alternative ways to fund health services, including charging for minor procedures outside of surgeries' contracted NHS work. [➤ Read more](#)
- Fears of 'two-tier NHS' as doctors set up first private GP service. [➤ Read more](#)

### BBC:

- Leaked data suggests A&E waits for January 'worst ever' [➤ Read more](#)

### The Telegraph:

- **All new mothers should be given mental health check:** The National Institute for Health and Care Excellence is calling on GPs to routinely assess the psychological state of all women who have recently given birth to prevent conditions being missed. [➤ Read more](#)

### The Times:

- Number of mental health-related deaths double in three years. [➤ Read more](#)

### Quality Care Commission:

- New Mental Health brief guides are now available [➤ Access brief guides](#)
- Child and Adolescent mental health services to be reviewed nationally Read more [➤ Read more](#)

### The Kings Fund:

- Reducing Tobacco driven harm and inequality [➤ Read report](#)
- Health inequalities that LGBT+ people face in accessing mental health services and terms of mental ill health prevalence. [➤ Read report](#)
- Health and Social Care Integration report warns that progress has, to date, been slower and less successful than envisaged and has not delivered the expected benefits for patients, the NHS or Local Authorities. [➤ Read report](#)

### Health Service Journal:

- A new taskforce will challenge weak workforce proposals in sustainability and transformation plans, NHS Improvement has told HSJ. [➤ Read more](#)

### OnMedica:

- More than 2,000 senior NHS doctors have signed a letter calling on the Prime Minister Theresa May to increase spending on health and social care. [➤ Read more](#)

### Gov.UK:

- [Guidance](#) for on the prevention of falls and care of those with related injuries. It was produced by the national falls prevention coordination group, which represents interested organisations

**Quality Care Commission:** New Mental Health brief guides are now available [on our website:](#)