

**BOARD MEETING  
27 October 2016**

**Chief Executive's Report  
Nicola Lees, Interim 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

**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

### NHS Improvement Agency Staff Cost Controls, Reporting & Board Assurance

- Provider Trusts have received detailed communication to strengthen agency expenditure controls which include new requirements to submit data and to publish details relating to agency costs.
- New approval controls are required for prospective CEO approval of any new assignments or contract extensions where the hourly rate cost exceeds £120 and all framework overrides that breach the national price caps.
- From 31 October prior approval is from NHSI for any agency senior manager contract or contract extensions with a daily rate exceeding £750.
- Trusts are also directed and required to fully implement separate Medical locum guidance.
- Boards are required to complete a self-certification checklist to review the efficacy of internal controls and submit this to NHSI by the end of November.

## Local News

**'Integration really works' - Positive Practice Mental Health Conference:** The Trust and Positive Practice Mental Health Collaboration hosted the conference on 3 October.

There were numerous presentations on positive practice across mental health care and how integration and partnership working has enhanced and improved services across the Yorkshire region.

Delegates heard from NHS England's new National Mental Health Director Tim Kendall, as well as Yorkshire based Collaborative members including representation from the vanguard, the local Authority, emergency service, service users and other Trusts.

Market stalls showcased services from a range of providers and partners including the Police, West Yorkshire Fire and Rescue Services, MIND and the Cellar Trust.

**Care Trust triumphs with award win at national Positive Practice Awards:** The awards celebrated positive practice in MH and are supported by NHS England and BDCFT was announced as the winner of the prestigious Crisis Care Pathway Award.

[➤ Read more](#)



Positive practice Awards

## National News

**An alternative guide to the urgent and emergency care system in England:** A&E is often seen as a service in crisis and is the focus of much media and political interest. But A&E is the tip of the iceberg – the whole urgently and emergency care system is complex, and surrounded by myth and confusion.



**An alternative guide to mental health care in England:** Released to coincide with World MH day on 10<sup>th</sup> October, the animation was produced with input from experts by experience; a MH nurse and senior colleagues from a MH charity.



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

## Trust News



### Stay well this winter campaign:

A joint initiative from NHS England and Public Health England, to help the public ward off common winter illness and the Care Trust is backing this important campaign. BDCT has held a number of launch events throughout October across trust sites, offering the vaccinations to staff. The Care Trust is also delivering the immunisation programme in schools.

It is important that we continue to highlight the importance of the Stay Well campaign through social media etc. [#flufigher](#)

**1in4 Art exhibition** was a great success! The exhibition aimed to reduce the stigma surrounding mental illness, and encourage people to talk openly about issues that can affect us all. Salts Mill supported the exhibition which ran from 6 – 10 October. I'd like to share some pictures with you from this momentous event [➤ Read more](#)

### 1in4 Art Exhibition



## Local News

**Look North Yorkshire covers the emergency facing Child & Adolescent MH services 18.10.16** The MH piece runs from 00:30 to 02:44



## National News

**Six MH pilot sites to redesign services to treat patients closer to home:** NHS England has announced the six pilot sites from across the country to drive the design of new approaches to delivering children and young people's MH services and secure MH services. [➤ Read more](#)

**An Out of Area Placements in MH for adults in acute inpatient care** national standard has been set to eliminate inappropriate OAP in MH by 2020/21.

[➤ Read more](#)

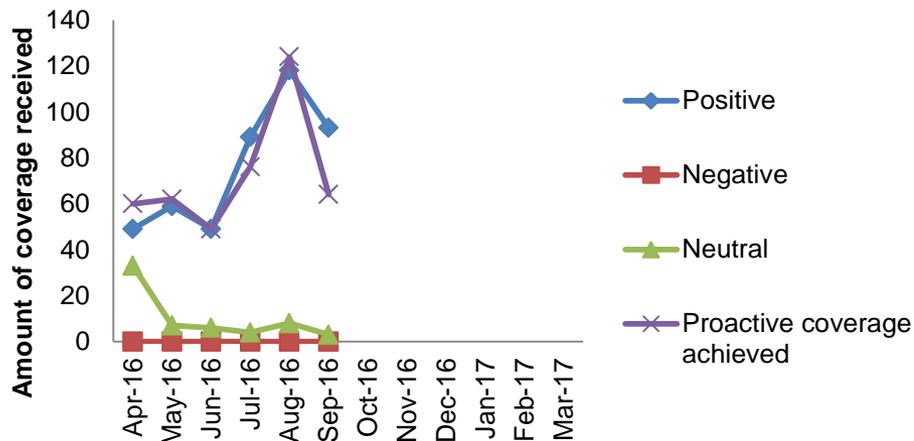
**Health as a Social Movement - The Power of People in Movements:** The Innovation Foundation, *Nesta* has published a report which illuminates the power of people in movements to improve health and proposes the need for new models of engagement between institutions and social movements [➤ Read more and see report](#)

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# External Media Report - September 2016

September was a busy month for the Trust which is reflected in the communications activity. The 1in4 art exhibition and the Annual Members meeting generated the highest pick-up across traditional media, and the '1in4' significantly boosted our digital engagement: 24.8K impressions (people viewing our tweets); re-tweets including Anxiety, Positive Practice, Mental Health Today & NHS England; increasing web visits – the press notice and exhibition pages ranked 3 and 6 respectively.

Quantity and sentiment of media coverage  
(proactive and reactive) April 2016 - March 2017



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

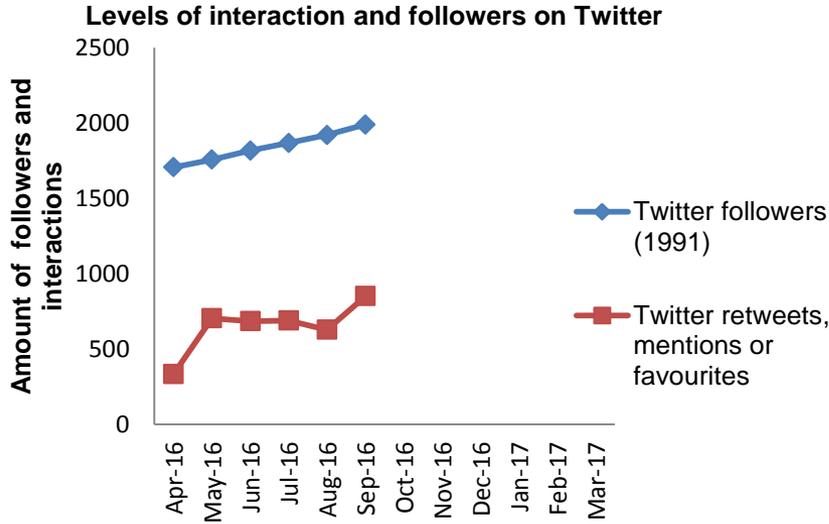
- **West Yorkshire Excellence Centre** – Yorkshire Reporter (covered by other publications in previous months).
- **John's campaign**– BCB radio (interview with Alison Bingham), T&A, Craven Herald, Keighley News, Wharfedale Observer.
- **Incontinence team events** – Keighley News (previously covered in other publications in August).
- **Annual Members Meeting** – T&A, Wharfedale Observer, Ilkley Gazette, Keighley News, Craven Herald.
- **Carers talk with pharmacist** – T&A, Craven Herald, Wharfedale Observer, Ilkley Gazette, Keighley News.
- **Board meeting** - T&A, Craven Herald, Wharfedale Observer, Ilkley Gazette, Keighley News.
- **Falls Prevention Week** – T&A.
- **1in4 art exhibition** – two releases, achieving coverage across Mental Health Today, The Bradford Review, T&A, Keighley News, Craven Herald, Ilkley Gazette, Keighley News, Wharfedale Observer.

# External Media Report - September 2016

## Social media

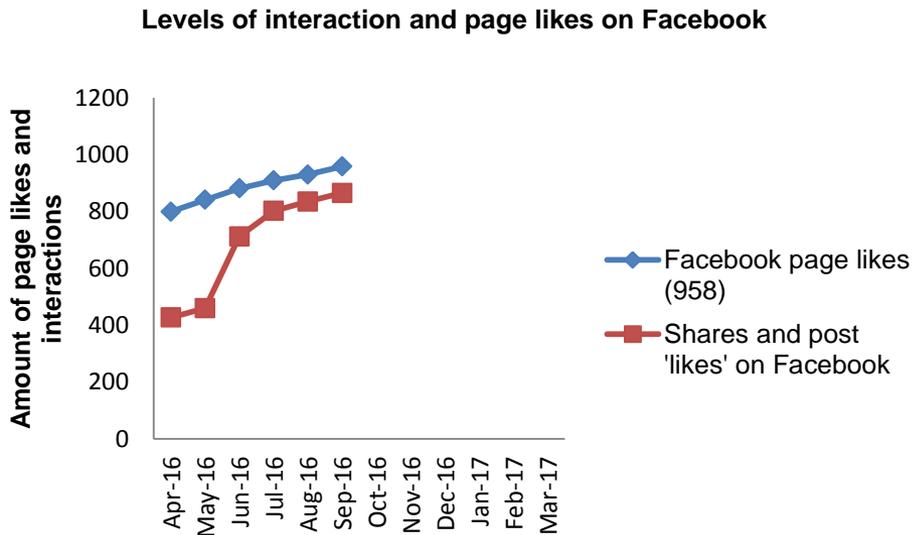
[Twitter](#) 

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



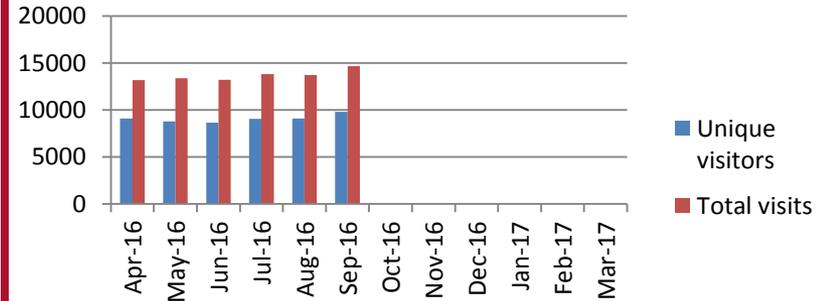
[Facebook](#) 

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

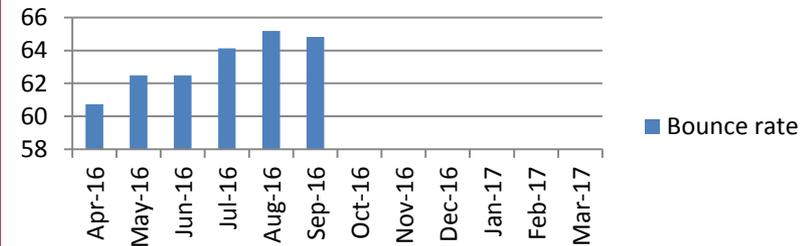


## Online media

### Web Traffic



### Bounce rate



## External media focus

### quarter 3 (Oct 2016 – end Dec 2016)

- 1in4 art exhibition ✓
- Mental health conference (3 Oct) ✓
- Safe space/ young people (Oct)
- Winter community campaign (Nov/early Dec)
- IAPT service soft launch (Nov)
- Board on the Road meetings - (on-going)

## National News

### NHS Digital:

- New figures reveal running cost of NHS estate. [➤ Read more](#)
- Mental illness recover linked with deprivation. [➤ Read more](#)

### National Centre for Children and Families:

- First Resource launched to measure and monitor children and young people's MH wellbeing in UK schools and colleges. [➤ Read more](#)

### The Kings fund:

- Is strategic commissioning the future for the NHS?
- Transforming our healthcare system. [➤ Read more](#)
- How can we help your organisation to develop system leadership New Models of Care: emerging innovations in governance and organisational form. [➤ Read more](#)
- Bringing together physical and mental health: Mental health under pressure. [➤ Read more](#)

### News from GOV.UK:

- **Take time to listen to vulnerable children, say inspectorates** who found evidence of improvement in the multi-agency response to tackling child sexual exploitation over the past two years. [➤ Read more](#)

### News from NHS Clinical Commissioners:

- **New report to support CCGs in making difficult decisions:** The NHS CC has launched a new publication to support CCGs in making difficult decisions about prioritisation of resources and changes to local services. [➤ Read more](#)

### News from the CQC:

- **State of Care** looks at the trends, highlights examples of good and outstanding care, and identifies factors that maintain high-quality care. [➤ Read more](#)
- **Needs assessments on Hospital discharge** guidance looks at readmission of people to care homes after hospital stays, in response to concerns that care home providers will not readmit people after periods in hospital without conducting full, in person assessments of need. [➤ Read more](#)

### News from NHS England:

- NHSE announces major boost for general practice: [➤ Read more](#)
- Local vanguard leaders explain what it means to be an integrated primary and acute care system (PACS) [➤ Read more](#)
- New frameworks aim to improve health and social care integration and care homes [➤ Read more](#)
- GP practices to benefit from new surgeries and upgraded clinics across England [➤ Read more](#)