

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
- **Approves** that the Quality & Safety Committee receive a paper on the plans to move us from a good to an outstanding organisation

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

Governor Elections: Nominations have now closed. The Trust received 4 nominations for the Keighley Governor vacancy and 3 Nominations for the Non-Clinical Staff Governor vacancy. Voting packs will be distributed to Keighley constituency members and non-clinical staff on 21st September. The closing date for elections is 14th October and the results will be announced by 17th October.

Patient Led Assessments: The Trust has been ranked amongst the best performing NHS organisations' in the country in this year's Patient-led Assessments of the Care Environment (PLACE) assessment. [➤ Read more](#)

West Yorkshire Excellence Centre to develop skills of the healthcare support workforce: A new partnership between the Trust and Leeds Teaching Hospitals NHS Trust is set to improve training and skills of healthcare support workers across the West Yorkshire region. [➤ Read more](#)

Local News

NHS England Visit: Claire Murdoch, National Director for MH and her team from NHS England visited the Trust in August. The Trust showcased its MH services and Acute Care pathways and hosted an onsite tour of our First Response services. Staff and social care colleagues joined in discussions and there was opportunity for us to discuss the Trust's progress and challenges regarding all aspects of MH care across Bradford and England.

Save Haven: Vulnerable People needing urgent MH crisis support will benefit from the dedicated new service which was formally opened by the Lord Mayor of Bradford on 9 August. [Read more](#)

National News

Suicide prevention: The Health Committee has launched an inquiry into the action which is necessary to improve suicide prevention in England. [➤ Read more](#)

Digital 2020 – Refined Value Proposition & Terms of Reference: Ministers have been urged by a government-commissioned review to ditch their “unrealistic” flagship target to achieve a paperless NHS by 2020 – and warned significantly more money will be required to achieve a digital health services. [➤ Read more](#)

Social care for older people: The Kings Fund has published a joint report with the Nuffield which looks at the current stage of social care services for older people in England. It considers the impact of cuts in local authority spending on social care providers, and on older people and their families and carers. [➤ Read more](#)

Single Oversight Framework marks significant shift in approach from NHS Improvement: We will be assessing the implications for the Trust, and will report formally to Trust Board at the October meeting in private. [➤ Read more](#)



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

PLACE



Haven



WY Excellence Centre



Trust News

Twitter: A masterclass was held for EMT and the Senior Managers, the majority of who are now on Twitter. This is part of our plans to increase the Trust's use of social media:

Nicola Lees - [@Nicolalees2](#)

Andy McElligott - [@andy_mcelligott](#)

Liz Romaniak - [@liz_romaniak](#)

Sandra Knight - [@saz_knight](#)

Debra Gilderdale - [@DGilderdale](#)

Paul Hogg - [@pgtips42](#)

CEO Blog: A CEO blog was launched on 1st September. This will focus on a different topic on a monthly basis; it is intended to engage and seek views from staff.

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

Local News

A Digital focus:

New Plans to expand use of digital tech across NHS

Behaviour change and tech can transform NHS

More imagination needed in the health system says NHSE

NHSE offers Funding pot to set up Global Digital Excellence

New digital leadership team sets out stall for delivering a paperless NHS

12 NHS hospital Trusts to trail blaze NHS Digital Revolution

December Forward to Excellence will focus on Digital

National News

First MH Trusts rated outstanding by the CQC: Northumberland, Tyne and Wear FT and East London FT have become the first in the country to be rated outstanding by the Care Quality Commission. [➤ Read more](#)

BDCFT has commenced talks with NHS Digital and Bradford university as part of the development of our digital strategy

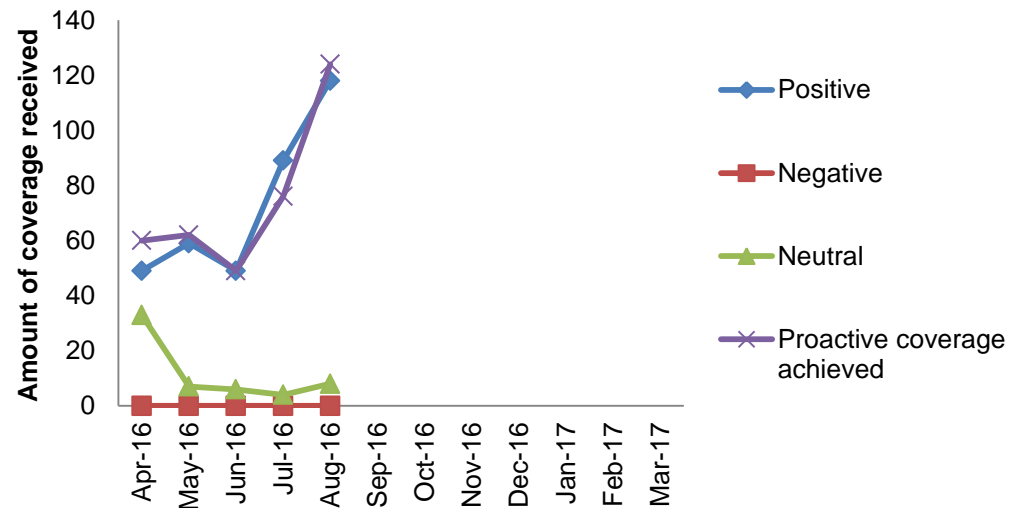
External Media Report - August 2016

The Haven launch generated a significant spike in print and radio coverage, with activity both pre and on launch day, and twitter engagement including Positive Practice, BBC Radio Leeds, and local Healthwatch, Young Lives and 'Change, Grow, Live'. The Excellence Centre also generated good coverage, running twice across key media in a traditionally 'quiet' news period (August).

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

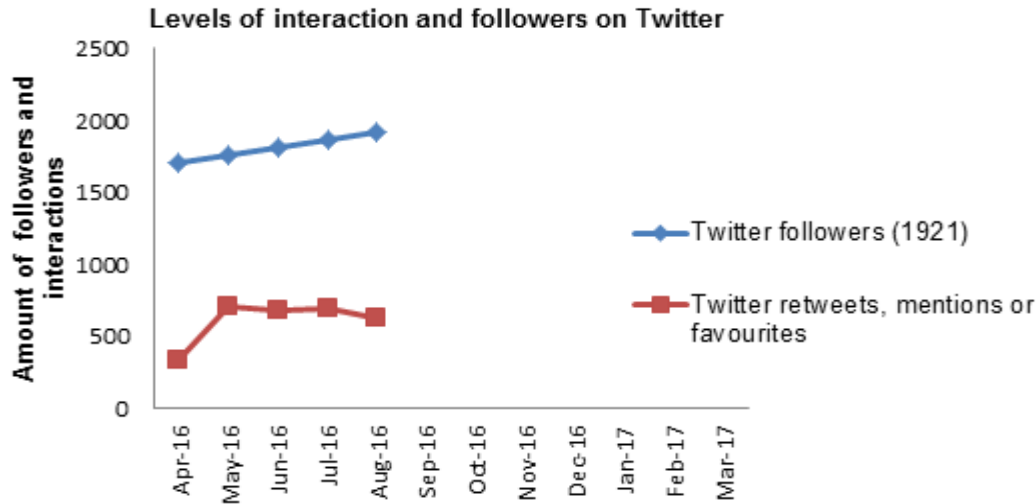
- **Opening of the Haven** – featured in HSJ (interview with Debra Gilderdale) T&A, Wharfedale Observer, Craven Herald, Keighley News, Ilkley Gazette, BBC Radio Leeds (interview with Debra Gilderdale and Nick Smith), BCB Radio (interview with Kim Shutler-Jones, Cellar Trust), Pulse Radio (interview with Kim Shutler-Jones, Cellar Trust) and Sunrise Radio (interview with Debra Gilderdale).
- **Keighley governor vacancy** – BCB Radio, Keighley News, T&A.
- **Publication of annual /quality reports** – Wharfedale Observer, Keighley News, Craven Herald (following T&A piece, July).
- **West Yorkshire Excellence Centre** – BCB Radio (interview with Sandra Knight), T&A, Yorkshire Post, Yorkshire Evening Post, Craven Herald, Wharfedale Observer, Keighley News and Ilkley Gazette.
- **RoSPA gold award** – T&A, Keighley News, Wharfedale Observer and Ilkley Gazette.
- **Noel Andrews and Andrew Birkenshaw award winners** – T&A and Keighley News.
- **Trust's incontinence events** – T&A.
- **PLACE results** – T&A, Craven Herald and Keighley News.
- **Carers diabetes talk** – T&A and Keighley News.

Sentiment of overall media coverage (proactive and reactive) April 2016 - March 2017

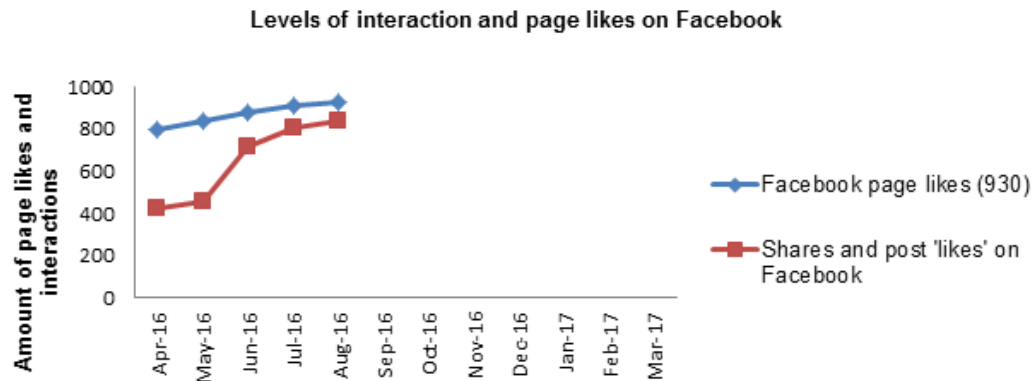


Social media

[Twitter](#) 
twitter.com/BDCFT



[Facebook](#) 
facebook.com/bdct02



Online media

Website traffic

- **9,080 unique visitors** – the number of individual visits, regardless of how many visits (9,057 in July).
- **13,710 total visits** – all the pages that individuals view.
- **65.18% bounce rate** – visitors leaving the site after only visiting one page.

External Media Focus Quarter 2 (July 2016 – end September 2016)

- You're a Star Awards - finalists and winners (to 15 July) ✓
- Cellar Trust Haven opening - (9 August) ✓
- Annual Members Meeting – (27 Sept)
- Board on the Road meetings - (on-going)
- IAPT service – (now launching November, date tbc)

Local News

Primary Medical Care

Commissioning Strategy: The attached provides further information about engagement around Bradford City and Bradford District CCGs new primary medical care commissioning strategy. [➤ Read more](#)

Health headlines from Gov.uk

- New Plans to expand the use of digital technology across the NHS. [➤ Read more](#)
- Developing a PH outcome measure for children age 2 to 2.5yrs. [➤ Read more](#)

Health headlines from the Kings Fund

- 'The NHS if' – a collection of essays that explores hypothetical scenarios and their impact on the future of health and care. [➤ Read more](#)
 - Understanding quality in district nursing services. [➤ Read more](#)
- [The Kings Fund news](#)

Headlines from Parliament.uk

- Government must tackle inequalities in employment. [➤ Read more](#)
- Spending review does not meet funding commitment for NHS vision. [➤ Read more](#)

National News

Headlines from NHS England, including 2016 Innovation Expo

- National change programmes that are delivering on the Five Year Forward View
 - Accepting the Mental Health Taskforce challenge will lead to more people in work, and a thriving economy
 - Children's right to Smile for life
 - Progress towards building the right support for people with learning disability or autism
 - NHS England strengthens clinical leadership in urgent care and specialised services.
 - NHS England offers Trust over £100m funding pot to set up centres of global digital excellence on
 - My care, My health, My life: Improving opportunities and healthcare for people with a learning disability
 - NHSE kickstarts programme to help new or expectant mums with serious mental illness
 - School and MH link pilots taking work further to help more young people
 - New digital leadership team sets out stall for delivering a paperless NHS
 - Behaviour change and technology can transform NHS
 - More imagination needed in the health system when it comes to technology and improving care
 - New care models programme vanguards are improving care for patients and local people
 - End of life care is everyone's business
- [NHS England news](#)
- [Innovation Expo 2016](#)