

## BOARD MEETING

27 July 2017

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



Bradford District Care  
NHS Foundation Trust

#### **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 Executive's 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.

#### **Publication under Freedom of Information Act:**

This paper has been made available under the FOI Act.

#### **Links to principal risks**

There are no specific risk issues identified

#### **CQC outcomes**

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

## Trust News

Issue 1 – July 2017

# iCare



[Click here](#) to see the first issue of iCare News! Since the launch in April 2017, the Business and Service Development Team has been meeting staff, exploring ideas and shaping the iCare programme to reflect staff feedback.

**iCare can help  
to make it happen.**

Get in touch:

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T: Helen Burns on 07717 272827

or Farhan Rafiq on 07711 489523

**You & Your Care**



## Local News

### Headlines from Airedale, Wharfedale and Craven Clinical Care Commissioning Group:

- **Castleberg hospital:** Local people are invited to a series of drop-in sessions in August and September, to have their say on how they want to be involved in helping to decide the future of Castleberg Hospital and its services. [➤ Read more](#)

### Headlines from Bradford City and Districts Clinical Care Commissioning Groups:

- **New wellbeing centre unveiled:** On 12<sup>th</sup> July a new wellbeing centre was officially opened at Bevan Healthcare. The refurbished space, based in Piccadilly in Bradford City Centre, has been transformed into a bright and welcoming centre for vulnerable patients and communities. [➤ Read more](#)

### Headlines shares across all three CCGs:

- **The future of health and social care**  
**#oursaycounts:** 'Big conversations' about our local health and wellbeing plan have now started with people living in the Bradford District or Craven area. Formerly known as the sustainability and transformation plan (STP), the aim is to involve and inform local people about our plans, raise awareness and understand what matters most to you. [➤ Read more](#)

**Backing Bradford District** is a new monthly e-bulletin from Kersten England, CEO of Bradford Council, designed to keep key stakeholders, leaders and opinion formers abreast of the district's positioning and activity on local, regional and national agendas and to celebrate some of the ground breaking work that goes on here. [➤ Read the first edition](#)

## National News

### Healthcare Quality Improvement Partnership:

- Report, from the University of Manchester's National Confidential Inquiry into Suicide and Homicide by People with Mental Illness (NCISH). [➤ Read report](#)

### GP:

- The National Audit Office (NAO) has announced plans to investigate the recent cyber attack that left NHS organisations including GP practices struggling to maintain normal patient care. [➤ Read more](#)

### The King's Fund:

- Adult social care: Quality Matters [➤ Read report](#)

### Local Government Association:

- Councillors' perceptions of Sustainability and Transformation Partnerships. [➤ Read report](#)

**Being mindful of mental health:** A report recently released by the Local Government Association, on the role of Local Authorities and Mental health. There is a great deal of information in here about how LAs can make a difference to the mental wellbeing of our communities across all departments and in partnership with other agencies. This will be useful for the health and wellbeing board and scrutiny committees, the MH Champion role and the implementation of our mental wellbeing strategy. [➤ Read Report](#)

# 2017 You're A Star Awards



Bradford District Care NHS Foundation Trust rolled out the red carpet on the evening of Friday 7 July to welcome guests to the Mercure Bradford, Bankfield Hotel and reveal the winners of the five award categories in its annual You're A Star Awards, showcasing the very best examples of outstanding care across Bradford, Airedale, Wharfedale and Craven.

Now in its thirteenth year, the awards are the highlight of the Trust's calendar.



Winner of the **You and Your Care Award Category** went to Christine Cunliffe, a committed assistant clinical practitioner who has been making a real difference to the patients she cares for by consistently delivering outstanding care for over 30 years, with her passion for staff wellbeing.



The winner of the **Patient Experience Award Category** went to Nick Smith, a Trust Governor with lived experience of mental health crisis, who is extremely committed to supporting vulnerable people that have suffered emotionally or experienced a mental health crisis.

The winner of the **Value for Money Award Category** went to the children's services leadership team who brought together service leads from different teams and departments across the Trust to successfully redesign children's services across the district.



The winner of the **Working Together Award Category** went to Young Dynamos, a young people's research advisory group within the Trust that has been helping to shape and influence services for young people.



The winner of the **Quality Award Category** went to Andrew Birkenshaw, a health facilitation nurse and Jodee Simpson, a speech and language therapist at the Care Trust's Waddiloves Health Centre, that regularly think outside of the box to find creative ways to support people with learning disabilities, to have their health needs met.

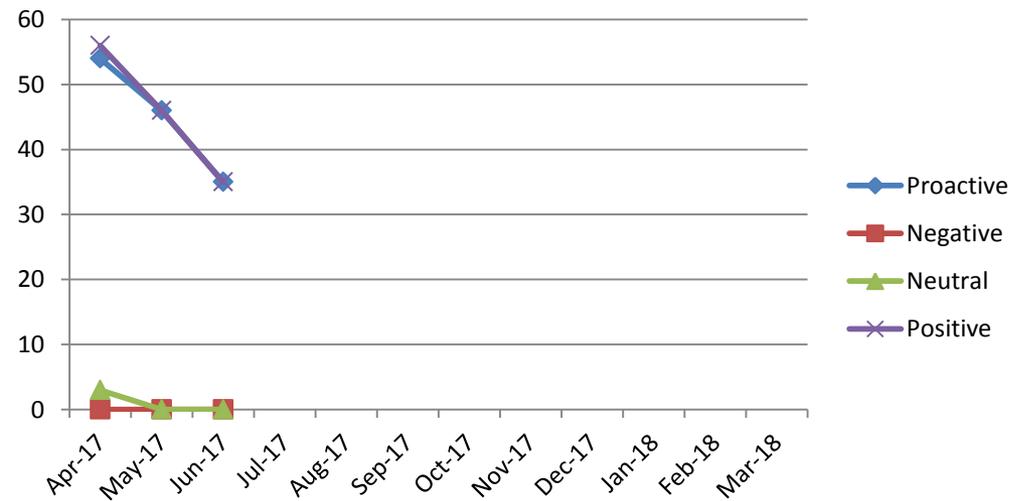
Take a look at videos of the [winners work here...](#)

Take a look at videos of the [finalists work here...](#)

# External Media Report – June 2017

Coverage this month mainly comes from the volunteers thank you event, carers week and You're a Star Awards. The Trust achieved two pieces of radio coverage this month which were: an interview with Paul Hogg on BCB radio about You're a Star Awards and an interview with Chris Weston about Lynfest, Moorlands View musical and arts festival. Proactive coverage is slightly down this month, this is due to resource being concentrated on the annual staff awards evening (You're a Star Awards), but year-to-date we are meeting the local media targets.

## Sentiment of overall media coverage April 17 - March 18



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

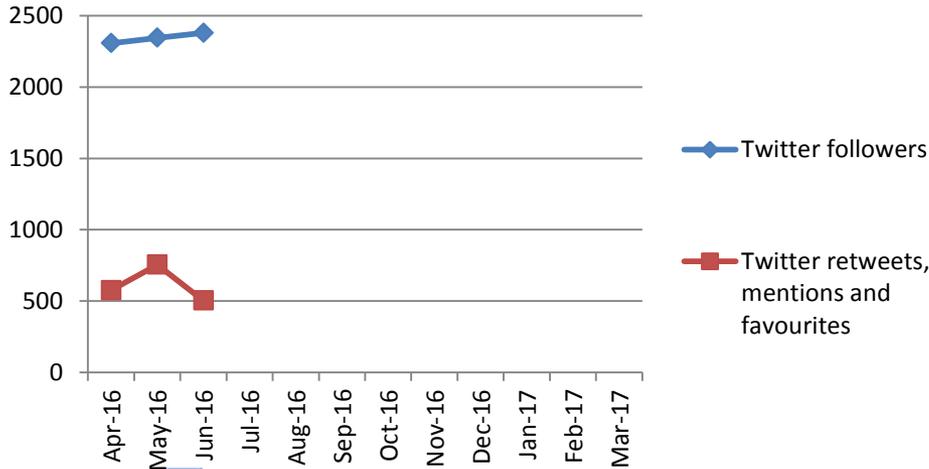
- **Volunteers thank you event** - Wharfedale Observer, Telegraph and Argus, Keighley News.
- **Care Trust supports carers during carers week**- Wharfedale Observer, Telegraph and Argus, Keighley News, Craven Herald, Ilkley Gazette.
- **You're a Star Awards**- Telegraph and Argus, Craven Herald, Wharfedale Observer, Keighley News, Ilkley Gazette, BCB radio – an interview with Paul Hogg.
- **Care Trust supports national breastfeeding week**- Telegraph and Argus.
- **Lynfest**- BCB radio.

## Social media

[Twitter](#) 

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

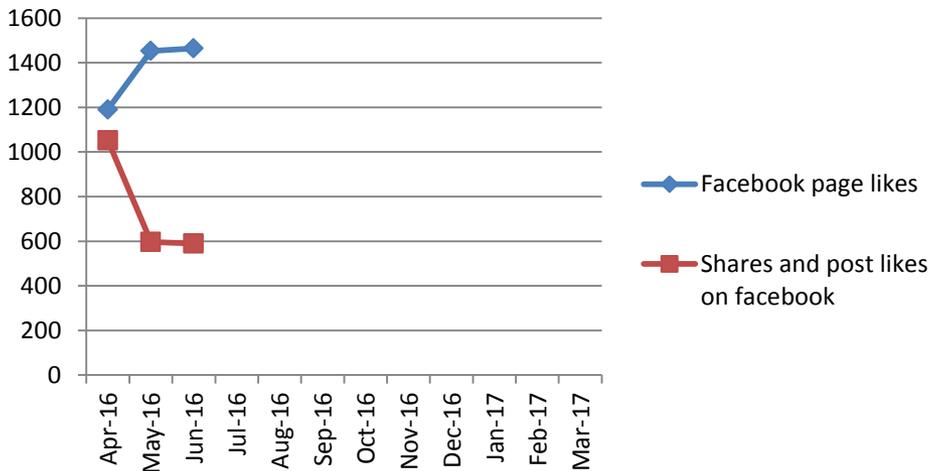
### Levels of interaction and followers on twitter



[Facebook](#) 

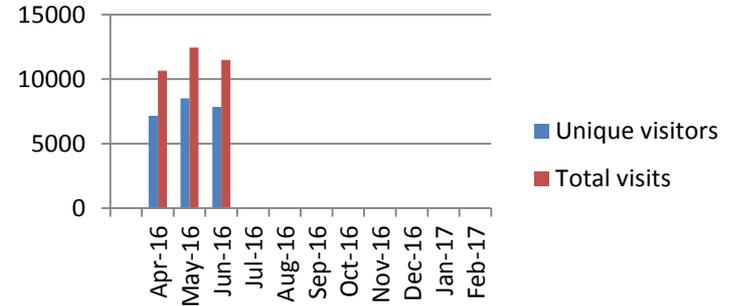
[facebook.com/bdct02](https://facebook.com/bdct02)

### Levels of interaction and page likes on Facebook

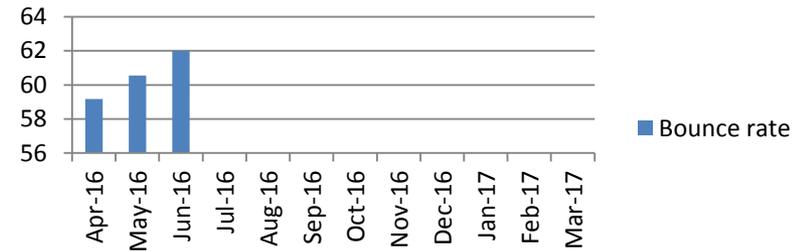


## Online media

### Web traffic



### Bounce rate



## External communications focus Q2 (July 2017 – end September 2017)

- YASA winners (7 July)✓
- Haven, one year on (August)
- PLACE results (mid August tbc)
- Annual Members Meeting (26 September)
- Board meetings at difference Trust sites (ongoing)

## Local News

### News from Bradford Teaching Hospitals NHS Foundation Trust:

- **Annual Report and Accounts 2016-17** is now available. [➤ Click here to access](#)
- **Sir peter Carr Award:** A Consultant Ophthalmologist and Head of Patient Access have been awarded the very first Sir Peter Carr Award for their '15 Seconds – 30 Minutes' project idea. The award rewards clinical and managerial partnerships and the prize is £30,000 for the two to invest in their professional development. The project itself encourages staff to complete a small task today, that might take 15 seconds but may save colleagues 30 minutes by avoiding further tasks down the line – the initiative aims to save staff time as well as improve patient experience. [➤ Read more](#)
- **Princess Anne opens new wing:** HRH The princess Royal has officially opened Bradford Royal Infirmary's new £28m hospital wing. [➤ Read more](#)



### News from Airedale NHS Foundation Trust:

- **Annual members meeting** will be held on Thursday 27 July at 2.00pm in the Lecture Theatre, Education Centre at Airedale General Hospital.

## National

**The King's Fund:** Insights into the financial challenges facing the NHS. [➤ Read more](#)

### The Times:

- Social care war as NHS fines 22 councils for bed-blocking. [➤ Read more](#)
- Hundreds of GP practices across the country forced to close or merge. [➤ Read more](#)
- Nine in ten locums now cover permanent posts. [➤ Read more](#)

### The commonwealth fund:

- A Commonwealth Fund analysis of healthcare systems in 11 wealthy countries say the UK ranked highest in safety, affordability and equity, but tenth overall for healthcare outcomes. [➤ Read more](#)

### ITV News:

- Scale of NHS vacancies threatens closed wards and cancelled operations. Health Secretary Jeremy Hunt told ITV News the demand for staff had increased after changes made as a result of the [Mid Staffs scandal](#), which exposed care failings that led to patient deaths. [➤ Read more](#)

### Independent:

- Doctors warn the £85m cuts to public health budgets will have a 'damaging impact on people's health and wellbeing' and cost the NHS more in the long-run. [➤ Read more](#)

**Blake Stevenson:** Evaluation of the effectiveness of the "8 Pillars" model of home-based support. [➤ Read final report](#)

**BBC news:** Mental health services in England risk being overwhelmed by a combination of rising demand and staff shortages, a survey of NHS trusts suggests. [➤ Read more](#)

### National Health Executive:

- NHS and council bosses at odds over divisive Better Care Fund targets. [➤ Read more](#)
- CQC told to inspect health and social care systems in 12 struggling areas. [➤ Read more](#)

**Gov.uk:** Evidence summary and framework to support local public health leaders to prevent and intervene early in cases of child sexual exploitation. [➤ Read report](#)

**NHS Providers:** CQC report finds one in four elderly care homes unsafe and one in three residential nursing homes also fail to provide safe care. [➤ Read more](#)

**The guardian:** Government responds to Caldicott review on NHS data security. [➤ Read more](#)

**Health Education England:** Digital literacy important for delivering better, safer care - new document. [➤ Read more](#)