

# Annual Review

## 2014/15



# Welcome

Welcome to the second annual report of NHS Bradford City CCG.

As a CCG we are determined to improve local people's health and wellbeing and reduce the deep health inequalities that exist in our area. To do this, we have set out an ambitious programme which focuses on reducing the incidence of diabetes, improving the patient experience, improving maternal and child health, and mental health.

It has been another important year for the NHS locally. The population of Bradford City is increasing, particularly our younger age groups; and people are now living longer, and often with one or more long-term medical conditions.

This means that there is more demand than ever on our health services. This demand is continuing to rise, and we know that the funds available to spend on health services will not be able to keep pace, so we are working particularly hard to improve services in ways which improve efficiency, effectiveness, and reduce costs.

The CCG has an important role, and we must work with local partners to ensure our health services continue to offer high quality care, are responsive to local needs and support improved health outcomes. We are also changing the face of patient and public engagement by ensuring patients are central to what we do and learning from their experiences.

All of our practices are engaging with patients and we have developed a local improvement scheme that supports them to improve and sustain people's involvement by having a dedicated patient engagement lead.

A new patient and community network is also gathering pace as it develops a key role in influencing local health services and encouraging others to have their say.

The clinical influence of our membership and clinical leadership means that we have been able to focus on quality and clinical effectiveness this year. We understand the needs of our patients – we see them every day and we are committed to working with partners in health and social care to improve the way in which services are delivered.

The NHS is not just about managing sickness, we also need to support people to stay healthy for longer. As local GPs, we already know that for many of the most long-term ill patients, we must do more to deliver joined-up care that is patient-centred.

There are many challenges ahead, but the progress we have made already is a sign of the commitment and enthusiasm of our CCG to really make a difference to people's health and wellbeing: both now, and for future generations to come.

Dr Akram Khan  
Clinical chair



# Who we are

We are NHS Bradford City Clinical Commissioning Group (CCG). We plan, buy and monitor local health services. Launched in April 2013, we are part of an NHS plan to give local doctors and local people more say in organising their own health services.

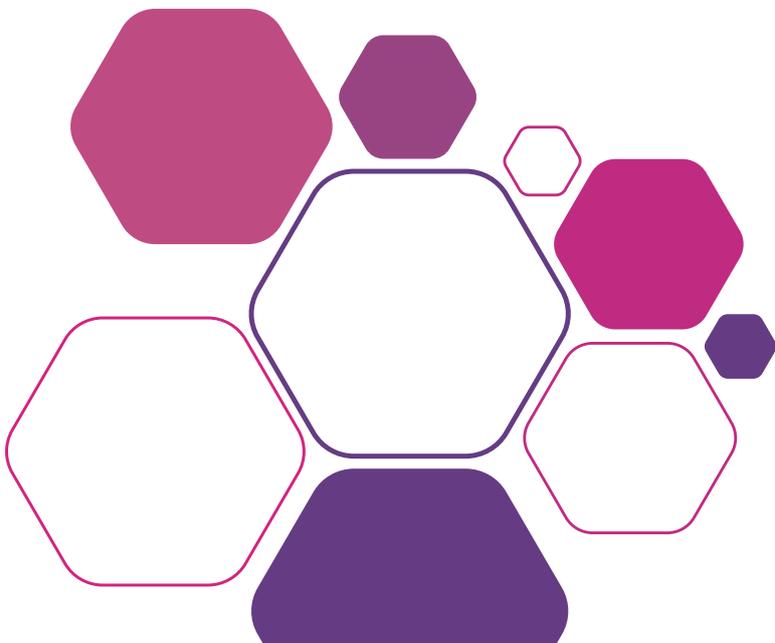
Our members are 27 GP practices that serve the local population. We plan and buy services like:

- planned hospital care
- rehabilitation services (eg, physiotherapy, occupational therapy)
- most community services (eg, district nurses)
- urgent and emergency care, including A&E, ambulances and out-of-hours services
- mental health services
- maternity services
- continuing healthcare (a package of care provided outside hospital for people with ongoing healthcare needs).

We work closely with other CCGs across the Bradford district, as well as Bradford Council, NHS England and the public.

We bring together healthcare professionals, local communities and managers so patients have more control of their own care; to provide a greater focus on healthcare and quality; to increase the involvement doctors and nurses have in the care and services delivered; and to improve the health and experiences of local people.

Our vision is *reducing health inequalities*.



# Our Governing Body

The Governing Body is responsible for reviewing decisions, policies, aims and objectives, for formally approving our plans, and looking after our money and assets.

In our second year we have continued to make good progress against our aims and objectives. In the coming year we will continue to review and refine our governance plans, ensuring arrangements are sufficiently flexible to meet the changing needs of the CCG.

The Governing Body membership is set out below and there are more details about its role and responsibilities on our website: [www.bradfordcityccg.nhs.uk](http://www.bradfordcityccg.nhs.uk).



**Dr Akram Khan**  
Clinical chair



**Helen Hirst**  
Chief officer



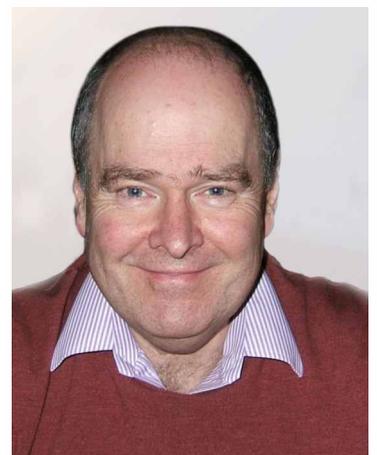
**Dr Waheed Hussain**  
GP



**Jane Hazelgrave**  
Chief finance officer



**Max Mclean**  
Lay member (patient  
and public involvement)



**Peter Corry**  
Secondary care consultant



**Bryan Millar**

Lay member (finance)  
from 3/11/14



**Anita Parkin**

Director of public health



**Mohamed Iqbal**

Lay member (governance)  
until 14/1/15



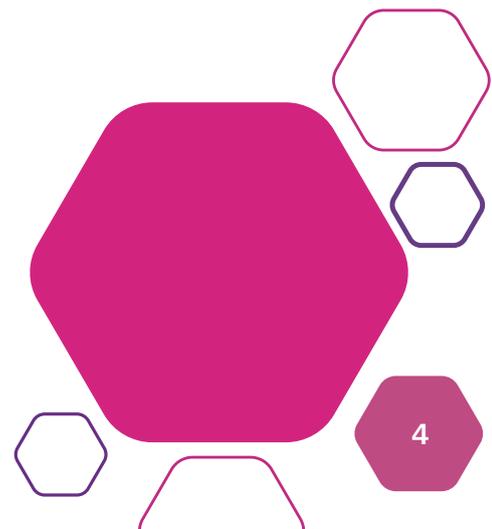
**Pat Drake**

Registered nurse  
until 27/3/15



**Ruby Bhatti**

Lay member (governance)  
from 16/1/15



# Working with our partners

Over the last year we have worked hard to strengthen our close working relationship and collaboration with our health and social care partners across the district.

We work very closely with NHS Bradford City CCG and our two CCGs share some of the same functions and responsibilities. We also work with NHS Airedale, Wharfedale and Craven CCG to manage the contracts of our providers.

Healthwatch Bradford and District is a key partner in helping us to plan services, and we also work with the following organisations:

**Health and Wellbeing Board:** a committee within the council that brings together key people from the local health and care system.

**Health and social care overview and scrutiny committee:** acts as a 'critical friend' by reviewing local health issues and considering NHS proposals to develop or change services.

**NHS England:** commissions GP and other primary care services, and some specialist services.

**Yorkshire and Humber Commissioning Support:** provides a range of business expertise and support to our CCG.

As part of our vision we want to ensure joined-up health and social care. We have been working with our health and social care partners, local community and voluntary groups and our patients to develop new ways of working that focus on the integration of care, providing better support at home and earlier treatment in the community to prevent the need for emergency care or care home admission.

Our aim is for members of health and social care teams, including community nursing teams, mental health, social work and other healthcare professionals, to come together to offer joined-up care for local people.



# How we've improved your health services

Our vision of *reducing health inequalities*, developed with our GPs, patients and our partners, reflects the challenges we face in meeting the healthcare needs of local people.

Our key priorities are the things that we believe will make the biggest difference to the health and wellbeing of our population.

This year we've improved services in our key areas of focus.

## 1. Bradford Beating Diabetes

Since November 2013 we have run the *Bradford Beating Diabetes* (BBD) campaign to tackle the city's biggest health problem – with the aim of raising awareness of the disease and preventing people from developing it. This innovative approach has led to the CCG being named as one of seven demonstrator sites for the national NHS Diabetes Prevention Programme.



### Achievements:

- 1,000 newly-diagnosed patients in the City area since BBD started
- 10,000 patients have received a brief lifestyle intervention from their GP
- 200 people enrolled on intensive lifestyle change programme (ILCP) sessions
- the number of diabetic patients receiving all key checks to manage their condition increased from 40% to 72%.

## 2. Improving the patient experience

Engaging local people in a meaningful way is central to the way we work and to understanding the needs and experiences of people who use health services.

- setting up a patient and community network – to involve patients and the public in decision-making about health services
- patient engagement leads in every practice
- building strong collaborative partnerships
- continuing to learn from patients in a variety of ways, hearing first-hand from patients and their families about their experiences of NHS services.

### 3. Improving mental health

Mental health is a serious priority for us and we have been working closely with Bradford District Care NHS Foundation Trust, our main provider of specialist mental health services, to radically improve services for people with mental health problems

#### Key achievements:

- crisis care concordat – local services and organisations developed an action plan for improving care for people in a mental health crisis
- First Response service – established a 24-hour service as the single point of access for acute mental health problems
- improving access to psychological therapies (IAPT) – we have invested in services to achieve national targets
- physical health checks on severely mentally ill patients – an innovative scheme to help improve the physical health of patients.

### 4. Maternal and child health

Improving maternal and child health is a priority for our CCG, as we have a growing young population, so we have well established work programmes for these services.

Key objectives include: improving women's experience of maternity care; reducing infant mortality and stillbirth rates; improving access to child and adolescent mental health services (CAMHS); and reducing inpatient admissions and improving outcomes.

#### Key achievements:

- maternal health – developing services for women with perinatal mental health issues; helping to reduce maternal obesity and smoking during pregnancy; and working to reduce the number of stillborn babies.
- child health – implementing the wheezy chest pathway; improving access and reducing waiting times at Bradford Hospitals' child development services; developing a commissioning strategy for children and young people with autism.



# Major health issues for our area

High levels of poverty and deprivation in Bradford have an impact on the health of local people.

People living in deprived parts of the district, like the City area, suffer more ill health and, on average, lead shorter lives than those who live in more affluent areas. The health inequalities are stark but, over time and with a strong community focus, they can be improved so that the 118,000 people we serve can live healthier lives.



Tackling health inequalities is a long-term process, but with the strength of partnership working we can shape joint plans for the coming years around the need to help people change their lifestyle and so improve their health and wellbeing.

The major health issues for our area are:

- **long-term health conditions:** we have higher levels of obesity, diabetes and mental ill health than our neighbouring CCGs, but a lower rate of depression – although we think our patients are less likely to report, or be diagnosed with, depression
- **premature death:** some of our patients are dying prematurely, aged less than 75 years, mainly from heart and respiratory diseases
- **respiratory disease:** our patients suffer with chronic obstructive pulmonary disease (COPD) and asthma in particular. Respiratory diseases are one of the causes of our high rates of urgent hospital admissions
- **infant mortality:** this is an issue which affects the whole of the Bradford district and is a strategic priority for all our local strategic partners. Three wards – Little Horton, City and Bradford Moor – have higher infant mortality rates and are within our area.

# Listening to local people

Listening to our patients, their carers and the public is at the heart of what we do. The opinions of local people matter and we use these views to inform our strategies and the provision of health and social care services.

Engaging local people in a meaningful way is central to the way we work and to understanding the needs and experiences of people who use health services.

Over the last year, we have built up our relationship with local people by establishing a number of ways in which people can influence our decision-making. We have engaged and consulted with many different communities to learn from their feedback and experiences of using local health services.

We have set up patient groups and community networks to strengthen people's voices, and gathered views through our website, social networking and public events, for example, to feed into our Grassroots reports, and introduced many ways for people to let us know what they think.

We have established stronger working partnerships with Healthwatch, the voluntary and community sector, Bradford Council and Bradford District Care NHS Foundation Trust as well as our partner CCGs.

We are continuing to learn from patients in a variety of ways, including at our governing body meetings where we hear first-hand from patients and their families about their experiences of NHS services and how they can be improved. This year we have heard about stroke services, experiences of carers, managing diabetes, access to mental health services and using GP services.

Our patient and community network provides an opportunity for patient groups to share good practice and support each other to develop. A key achievement of the network has been to encourage patient engagement at practice level, which has created engagement leads working with all 27 practices in City CCG.

For more information about how to get involved, contact: [engage@bradford.nhs.uk](mailto:engage@bradford.nhs.uk)



# Promoting good health

We supported a number of high profile health campaigns over the year, developed to increase awareness of symptoms, improve wellbeing and promote local healthcare services, including:

- The *Be Clear on Cancer* national campaign raised public awareness of symptoms of cancer and encouraged people with symptoms to see their GP earlier.
- The flu vaccination campaign reminded those who are at risk of seasonal flu to attend their clinics for their flu jabs.
- *Stoptober* – this national campaign challenged smokers to give up for 28 days.
- Self-care week – raising awareness about the benefits of self-care and what people can do to take care of their own health at home.
- *Pharmacy First* – a scheme to provide local people with rapid access to a pharmacist who can give advice and support and, where necessary, can also dispense medicines without the need for a doctor's appointment.
- The *feeling under the weather* national NHS campaign encouraged the over 60s to nip health problems in the bud by seeking early advice from a local pharmacist.
- National HIV Testing Week encouraged more people to have a quick and simple HIV test and reduce the stigma around having the HIV virus.
- Winter health campaign to help people stay well during the winter months, with a focus on supporting older people to keep warm and well.



# Highlights of our year

## Bradford Beating Diabetes

Bradford Beating Diabetes (BBD) was backed by one of the country's top Olympic heroes – Sir Steve Redgrave – as the campaign celebrated its first birthday.

Sir Steve, who was diagnosed with diabetes in 1997, praised the innovative and proactive campaign as “wonderful and potentially life-changing”.



## Pharmacy First!

A scheme which helps people make the right choices when it comes to their health – so they can get the right treatment faster from a local pharmacy – has freed up thousands of GP appointments across Bradford City.

More than 15,000 people have used the local *Pharmacy First* scheme since it started in the City area in 2014, and almost 95% of them said they would otherwise have gone to their GP – with 169 people saying they would have headed for A&E instead.

## GP practice transforms centre

A GP practice providing health and social care to homeless people, asylum seekers and refugees across the Bradford district has moved to new city centre premises.

Bevan Healthcare's development of the large, empty building in Piccadilly has transformed it into a bright and welcoming health and wellbeing centre for over 3,000 patients.

## Spotlight on local stories

Patients' stories have become an important part of our governing body meetings as members hear first-hand about people's experience of using NHS services – both good and bad.

Listening to patients' experiences and making changes to services that really count are key to the ambition of the CCG – to create a local health service responsive to the needs of local communities.

## GP receptionists training

The Bradford CCGs funded customer care training for GP receptionists to help improve patients' experience of accessing care at their local surgery.

We responded to patients' concerns by looking at ways to improve access to local GP services and funded customer care training for practices in the Bradford area – to help staff make each patient feel valued and at ease.

## Mental health crisis care concordat

Services and organisations across Bradford and Airedale have developed an action plan for improving the care for people in a mental health crisis as part of the mental health crisis care concordat.

This is a real step forward in transforming the care and support available to people experiencing a mental health crisis; and as a partnership we will continue to work together to make sure the plans make a real difference to the lives of people who have mental health needs within the district.

## Gold standard care over the phone

Gold Line – a dedicated helpline for patients who have a serious illness and may be in their last year of life – was made available across the district.

The 24-hour, seven-days-a-week phone line provides a one point contact for patients and their carers to support them in their preferred place of care where possible. All calls are answer by a team of nurses in the telehealth hub at Airedale Hospital, and are linked to community-based teams.

## Citizens' Assembly plans in the national spotlight

The Bradford CCGs' plans for a local NHS Citizens' Assembly were shared with a national audience in London.

Representatives from the CCGs, our partners in voluntary and community services, local patients and members of the public were invited to attend NHS England's Citizens' Assembly event and share their experience of developing this exciting new model of engagement.



# The next five years – what we want to achieve

Our five year forward view sets out our joint vision – with the NHS in Bradford and Craven and Bradford Council – to show how we will work together to manage health and care services.

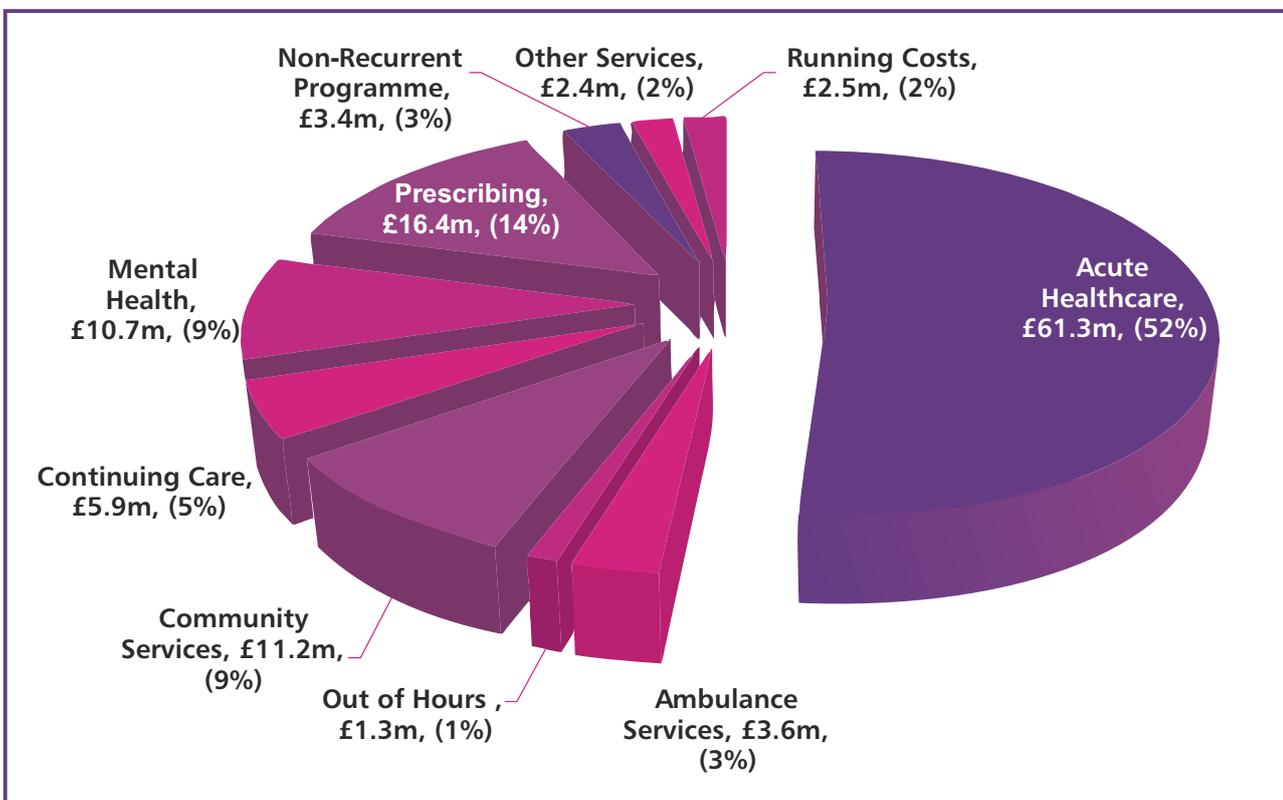
So that we can deliver change over the next five years, we have signed up to joint values and principles. Our vision is to create health and care services that support people to be healthy, well and independent.

To achieve this by 2019, we will:

- help local people to prevent illness, self-care where appropriate, and improve their general health
- improve primary and community services and put the patient at the centre of their care
- put in place a 24-hour, seven-day-a-week, joined-up service across health and social care
- develop and deliver a sustainable model for urgent care services
- develop and put in place a system-wide model for the delivery of planned care services

## Our finances

The total amount of money we spent in the year from April 2014 to the end of March 2015 was £118.7m. The chart below shows how we spent that money.



# What do you think?

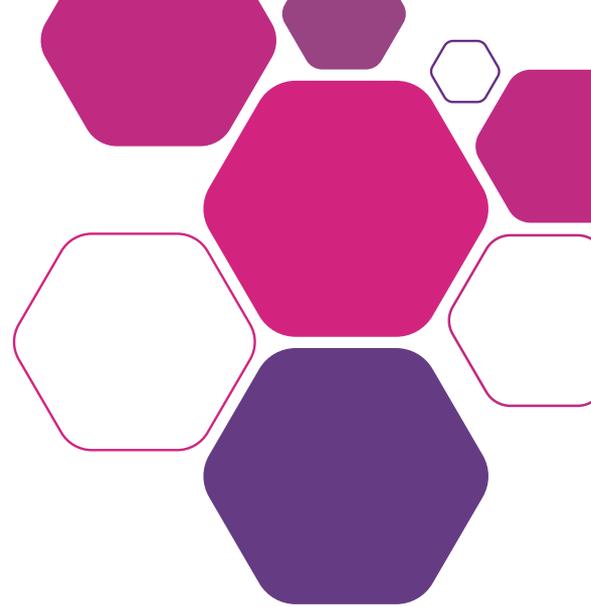
What do you think about health services in Bradford City?

Give us your views and experiences at:  
[engage@bradford.nhs.uk](mailto:engage@bradford.nhs.uk)

## For more information

If you are interested in finding out more about Bradford City CCG and would like to view our annual report and accounts in full, please visit:

[www.bradfordcityccg.nhs.uk](http://www.bradfordcityccg.nhs.uk)  
or email: [communications@bradford.nhs.uk](mailto:communications@bradford.nhs.uk)





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