

AGENDA ITEM NO:

**UNIVERSITY HOSPITAL BIRMINGHAM NHS FOUNDATION TRUST
BOARD OF DIRECTORS
THURSDAY 28 FEBRUARY 2008**

Title:	CORPORATE SOCIAL RESPONSIBILITY REPORT
Responsible Director:	Mike Sharon, Director of Planning and Performance
Contact:	Hannah Layton, Regeneration Officer, Ext 6883

Purpose:	To present an update to the Board.
Confidentiality Level & Reason:	
Medium Term Plan Ref:	Aim 2: Maintain our reputation and position. Aim 4: To be an employer of choice. Aim 8: To become a community asset for Birmingham and beyond.
Key Issues Summary:	In its day-to-day work the Trust has some evaluated and robust examples of good Corporate Social Responsibility. There are also potential areas for improvement.
Recommendations:	The Board of Directors is requested to: <ol style="list-style-type: none">1. Accept the progress made towards achieving excellence as a Corporate Citizen.2. Approve the suggested priority areas for future work.

Signed:	Date: 19 February 2008
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UNIVERSITY HOSPITAL BIRMINGHAM NHS FOUNDATION TRUST

BOARD OF DIRECTORS THURSDAY 28 FEBRUARY 2008

CORPORATE SOCIAL RESPONSIBILITY REPORT

PRESENTED BY DIRECTOR OF PLANNING AND PERFORMANCE

1. Introduction

The purpose of this report is to report to the Board of Directors the Trust's self assessment against the Sustainable Development Commission's (SDC) "The NHS as a Corporate Citizen" toolkit.

UHB Foundation Trust, with 6,900 employees and a budget of just over £400 million, recognises its potential to act as a community asset in the broadest sense, helping to reduce disadvantage and increase prosperity across Birmingham as well as delivering the best health care.

The toolkit focuses on six priority areas. This report sets out the self assessment for each of these priority areas. In addition, the new hospital project has been chosen as a seventh area because of its significance to the Trust.

2. Transport

Survey evidence consistently shows that good transport links – both public transport and by car - are key factors in deciding choice of hospitals by patients and GP's.

The Trust has a Green travel plan that aims to support cycling, public transport use, and walking and to reduce single occupancy car journeys. UHB staff can view the plan via the intranet.. The Trust, working with the City Council, is repeating a Travel Survey which will be repeated at intervals to inform transport planning. Progress in reducing single occupancy car use is not currently monitored.

A UHB Transport Co-ordinator has a specific remit to decrease the number of staff using private transport for commuting and work journeys. The Trust offers staff the incentive of a discounted travel pass and a travel loan for public transport. Staff giving up their car parking permit are entitled to a 50% discount on their travel pass for one year. Public transport information is made available via the UHB website and information maps of the sites explain walking, cycling and public transport options.

The Trust has set up a short-life Strategic Transport Group involving key partners such as the City Council, CENTRO and Birmingham University to maximise access to the New Hospital and movement around the site. It is already involved in a pioneering project aimed at improving transport links to the QE and Selly Oak Hospitals. This is focused on the Three Estates part of Kings Norton – one of the most disadvantaged parts of the city and an area with particularly high non-attendance at UHB Clinic. This one year trial project, almost 100% funded by CENTRO and Kings Norton New Deal for Communities, involves a dedicated, demand-responsive bus service managed by Community Transport (i.e. appointment in advance and picked up at home) for patients, their relatives, those working or training at UHB, who live in the Three Estates area.

UHB offers discounts for staff on bicycles for sale at certain retailers and the use of changing areas with showers. New secure cycle compounds have been placed on both Trust sites.

A car share scheme exists but is not well used. The Trust does not have a policy to provide staff with incentives to use more fuel efficient vehicles.

The Trust does not reimburse staff business travel by bicycle.

Car parking charges for staff are based on a percentage of salary. There is no facility to “pay per use”.

Trust vehicles use conventional fuels.

Suggested Priorities for Future Work

The main future priorities will arise out of the conclusions and recommendations of the Strategic Transport Group.

3. Procurement

Relatively little statistical evidence is available on local procurement. However, a study commissioned in 2003 by the Health Development Agency and the Department of Health showed that UHB purchased some 30% of its supplies from inside the West Midlands, substantially more than other Trusts surveyed.

The Trust uses the NHS Purchasing And Supplies Agency (PASA) environmental criteria as part of the supplier assessment process. The Trust has a Waste Group that reviews products and packaging. Returnable containers are used in the warehouse. The Trust with NHS Logistics was nominated for a European Supply Chain Award in 2006 because of a successful project which lessened environmental impact by reducing vehicle movements into the Trust for medical supplies. The Trust is a contributing member of the NHS Purchasing and Supply Agency Sustainable and Environmental Purchasing and Supply Forum and Advantage West Midlands' Medical Technology Procurement Group.

The Trust does not have a specific commitment to buy goods made from post consumer waste.

The Trust purchases and offers some Fair Trade products, although these are not offered exclusively.

The Trust is utilising, where appropriate, a new electronic portal called Supply2Gov which allows the public sector to widely advertise procurement requirements. The portal is specifically aimed to give SME's access to opportunities, mainly for the lower value tenders that they are able to compete for.

Suggested Priorities for Future Work

- A commitment to specifying only environmentally and socially responsible goods, where available, such as recycled paper or fair-trade products.
- Phase out the procurement of bottled water where possible.
- Monitoring of contracts against environmental, health and social benefits.
- An environmental supply chain programme with training for suppliers.
- Increasing the weighting in the tender process of the power output of electrical equipment.
- Further sourcing of locally produced food.

Most of the above actions will require a business case to identify monetary and non-monetary costs and benefits.

4. Facilities Management

The Trust monitors energy usage and has a current 'switch off' energy saving and conservation campaign within UHB. UHB currently has a combined heat and power plant which is a renewable energy source. An energy policy is in place and is currently being updated. National Key Performance Indicators for energy have been published which shows that UHB performs to the median at 68.23 GJ/100m³.

UHB have produced a three year Waste Strategy with emphasis on waste reduction and recycling. The Trust segregates waste and recycles where possible. There are measurable targets for increasing recovery, recycling and the reduction of waste sent to landfill. It is worth noting that the outcome of a recent audit of UHB by the Environment Agency was very positive.

UHB does have caps on water consumption in place for different services and will introduce low flush toilets in the new hospital. In terms of water and sewage cost and consumption the Trust performs in the median to low percentile at £0.66/m³.

UHB is compliant with COSHH and oil storage regulations. The Facilities Department purchase the least hazardous alternative with regard to chemicals and use low-volatility paints. The use of PCB's ceased some years ago. Procedures are in place in Pharmacy and the labs to control and limit chemical discharges to the public sewers. Carpets are not untreated as they are the chemical treatments used are to make them as inflammable as possible.

5. Employment and Skills

UHB has taken a national lead in trying to maximise the number of disadvantaged, especially unemployed, people who have access to its jobs and training. This is very much in partnership with other local agencies. The Trust has signed the Skills Pledge and will shortly sign a Local Employment Partnership Agreement with Jobcentre Plus.

The ACTIVATE programme focuses on entry level jobs and training for the unemployed in targeted disadvantaged areas within Birmingham. The project provides 3 weeks direct training followed by 3 weeks placement and has achieved very successful outcomes. Working with partner Trusts in the NHS, ACTIVATE has so far trained over 600 people, with 65% of participants gaining a job or moving on to further education.

Building Health is a cross-sector partnership of key stakeholders including the UHB, Job Centre Plus, the Learning and Skills Council and Birmingham City Council and covers both healthcare and construction jobs arising from the new hospital development. The programme complements the ACTIVATE programme by "brokering" people into jobs – providing advice and support on the full range of employment opportunities. So far Building Health has helped over 300 people into jobs and nearly 900 people have progressed into further training or learning.

The Learning Hub will provide a physical presence for such projects.

The Trust has achieved NHS accreditation under Working Lives and Working Lives + Standards. Commitment to flexible working practices is demonstrated by Human Resources policy and the appointment of a Work Life Balance Co-ordinator. The 2006 staff survey score for the scale of positive feelings staff have towards working in the Trust, shows UHB which is in the top 20% of Trusts nationally. Trust employees are also involved in developing working practices through Divisional Consultative Committees and all staff are Members of the Trust.

Staff have access to services such as counselling, occupational health and skills development. Subsidised Gym membership is also available and there is an on site sports club at the QE. The staff sickness rate is slightly lower than the NHS average.

Staff are assisted by the Trust to access childcare and have the opportunity to purchase vouchers and use a subsidised crèche facility. The Trust Work-Life

Balance Co-ordinator holds drop in surgeries and organises specific Carer and Family Days where different organisations are invited to promote the support and guidance services that staff have found most useful.

Suggested Priorities for Future Work

The completion of the Learning hub will allow for a deepening of the Trust's activities to broaden access to jobs for unemployed people and to provide further training for existing staff who lack basic skills.

The Trust will further develop initiatives to improve staff health, such as web based lifestyle assessment via the intranet and encouraging healthy eating and exercise. The Trust could also consider joining and learning from regional campaigns for workplace health best practice lead by organisations such as Business in the Community.

6. Community Engagement

As a Foundation Trust UHB has in excess of 80,000 members who are mainly local residents. The members have the opportunity to feed information back to the Trust Management through the Communications Department and Patient Councils. Additionally, regular seminars are held for members. Patient and staff feedback is regularly gathered and evaluated by the Trust

The Trust works in partnership on various projects. These include joint employment and training initiatives with the City Council, Regional Development Agency and the Learning and Skills Council. The Regeneration Team at UHB are additionally part of the Regional Assembly Health Partnership amongst other networks.

The Governors of the Trust participate in local community engagement networks and some attend local constituency committees.

UHB have engaged with local disadvantaged schools to make learning more relevant - not only for a better understanding of health, well being and citizenship but also to appreciate the full range of careers and educational opportunities in the sector. UHB is a partner to the proposed Academy at the nearby Harborne Hill School where an interactive centre - HealthTec - forms a focus . The rooms have been fully kitted out as the interior of an ambulance, a ward, an operating theatre and a GP surgery, so that the children (year 8 and upwards) can experience a unique combination of academic and vocational learning.

A innovative scheme using 3rd year medical students to mentor young people in Harborne Hill, Lordswood, and Swanshurst (a largely Muslim Girls' School) is currently being evaluated but initial results indicate it has had a significant effect on the learning and confidence of the young people involved as well increasing knowledge of the of NHS, especially job opportunities.

The Trust is comfortably on track to recruit 1000 volunteers by 2010. A high proportion of volunteers that have already been recruited are from Black and

Minority Ethnic communities.

Suggested Priorities for Future Work

- Improving local communities understanding of UHB and what we do.
- Improving UHB's understanding of different communities, their cultures and health needs and any service adjustments that may be necessary.
- Develop the potential of the Learning Hub and continue to reach out to local communities through our recruitment practices.

7. New Buildings and Land Development

The Trust is planning and implementing the new hospitals project in partnership with local stakeholders. Local Residents Associations have been consulted and kept up-to date with planning for the new hospital site. Representatives from the new hospital project team attend Ward Committee meetings as required.

The new hospital will meet the Department of Health energy efficiency target of 35-55GJ/100m³, at 54.9 GJ/100m³. UHB is unaware of any other NHS Trust who has met the energy efficiency target. The building has been designed to make use of natural light and ventilation as far as practically possible.

Gas boilers will replace a mixture of current power sources, although the combined heat and power plant will close.

The Learning Hub building on the new hospital site will feature innovative natural chimneys, a green roof planted with moss and solar panels.

Demolition materials, and excavated materials will be re-used where appropriate in earthworks and landscaping. Plasterboard off-cuts will be recycled by suppliers with a formal take back policy.

Where practical, products made from recycled materials will be used in the building, for example, ceiling tiles will be mostly made of recycled materials

Indoor air quality is considered during the selection of products. In particular, attention is given to the specification of insulation and paint systems. All paints are lead free and the use of Volatile Organic Compounds is limited. Wherever possible materials are reviewed to ensure their production process is within currently acceptable guidelines. Only insulations that do not use CO₂ as a blowing agent are specified. Zero Ozone Depletion Potential (ODP) refrigerants are used within the chilled water generation plant. Other installations and insulation products have an ODP of zero.

The site plan for the new hospital has been informed by the area of natural habitat surrounding the site. The Trust has committed resources to ensure

sustainability for this habitat. This included items such as an under road tunnel for badgers and moving bats to a safer residence. Additionally, UHB has supported the excavation and protection of a Roman fort on the site.

8. Community Resources and Engagement

Local Residents Associations have been consulted about how the new development can minimise disturbances during building work. The Trust has a construction traffic management plan and distributes newsletters to local Residents Associations about the development of the new hospital. UHB is also represented at the monthly formal Selly Oak and Edgbaston Consultative Groups.

The Learning Hub building when complete will provide rooms for local community use as appropriate.

Suggested areas for future work

- Deliver the New Hospital which will build sustainability in from the start.
- Continue to work with and support our strategic partners to play our part in the regeneration of South Birmingham e.g.
- The Selly Oak New Road, now under construction, which will unlock so much regeneration potential.
- Sainsbury's redevelopment of Battery Park.
- Housing development on the Selly Oak Hospital site, when it becomes available for development.

9. Conclusion

The new hospital will not just be a centre for clinical excellence but an engine for economic development and prosperity that will benefit many communities in Birmingham and beyond.

10. Recommendations

The Board of Directors is requested to:

- 10.1 Accept the progress made towards achieving excellence as a Corporate Citizen.
- 10.2. Approve the suggested priority areas for future work.

Mike Sharon
Director of Planning and Performance Management
March 2008