


Appendix A

Our Patients, Our People, Our Place and Our Partners – post January 2022 Board changes

The table below sets out comments received from Board members.

Proposed changes	
1	General – make further reference to our trust role as an anchor institution for Bradford
2	General – readers have liked that we use the blue boxes throughout the document to tell stories and give illustrative examples BUT could the boxes be a plain light blue, they currently have shapes in them and some readers found that they made it difficult to read the text.
	General – throughout the document we've referred to the Bradford District and Craven Place Based Partnership PBP, this now needs to be the Bradford District and Craven Health and Care Partnership
3	Front cover – can we add the Act as One logo (put it in the top left corner?)
4	Front cover – can we reverse the strategy main title and sub-title so that it's "Our Patients, Our People, Our Place and Our Partners with a subtitle in smaller font "Our Corporate Strategy 2022-21"
5	Front cover – all of the photos are of BAME staff with stereotypical roles (e.g. male doctor and female nurse), could we have a wider cross section of staff and perhaps also have a female doctor and male nurse
6	Page 2 – main heading for "People" needs to say " Our People"
7	Page 3 – can Max's signature be in clean white font like Mel's
8	Pages 3 and 4 – we mention the vision and our values – can we put these in bold rather than in speech marks – see attached word doc
9	Page 4 – can the text under each of the blue bullets start with a capital letter
10	Page 4 - can we take out Bradford District and Craven CCG from the footer
11	Page 5 – can you add in something that refers to the Place Based Strategy
12	Page 6 – bottom line in critical care without walls bullet – can we change Critical Care people to Critical Care teams please
13	Page 6 – can the text under each of the blue bullets start with a capital letter
14	Page 8 – Population box – can we change the population figure from 539,776 to 648,030. Can you change the next para within this box from "Our population is growing quickly and

	<p>is expected to reach 552,300 by 2041” to “Our population is growing quickly. We think that the over 65 population will drive this growth”</p> <p>In the next para can it says that the percentage of our population under 10 years is 24.6% it should 12.65%</p> <p>Last para in this box – we mention BAME – can we add a footnote to the page saying what BAME means (Black, Asian and Minority Ethnic)</p>
15	Page 8 – Health Inequalities box, third paragraph we’ve missed out a word it should say Life expectancy for a Bradford man is 77.8 years
16	Page 12 – section 3.3 The Delivery of High Quality Services” – there is an addition to the text. There is also a typo in the para after the added text (corrected in the revised Word doc).
17	Page 13 – third para, last sentence insert comma after “Humber”
18	Page 13 – fourth para – can we change “the philosophy of our approach is based on” to “the philosophy of our approach expands upon ”
19	Page 13 – Figure 3 – in the benefits square – could we lose “HAI’s” and replace with “Healthcare Acquired Infections”
20	Page 14 – first bullet “Allow patients to be cared for at home in familiar, and often more comfortable, surroundings” can we add “with the support of family, carers and people they know well”.
21	<p>Page 16 – we chose a different VRI logo – can this one be used on page 16 instead?</p> 
22	Page 21 – first para, third sentence, instead of beginning with “We do however, want to help people” it should just be “We want to help people”
23	Page 22 – heading should be “ Our People” not just “People”
24	<p>Page 22 – Can we change footnote 15 please? Rather than the link used can we use this one</p> <p>https://www.kingsfund.org.uk/sites/default/files/employee-engagement-nhs-performance-west-dawson-leadership-review2012-paper.pdf</p>
25	Page 24 – Section 4.2, third para - there is a typo can we change “local, regional and national priories ” to “local, regional and regional priorities ”
26	Page 26 – blue box – before the last para can we add in “We will continue to participate in initiatives such as Project Search which is a year-long programme that helps young people with learning disabilities get valuable work experience. The aim of Project Search

	is to support these young people to gain skills to provide gainful employment.”
27	Page 28 – can we add the act as one logo to this page?
25	<p>Page 30 – third para (above the blue box) can we change the para to read - “We will use PHM on a larger scale to help us direct resources to the right kind of programmes in the right locations within our PBP to reduce demand for services and tackle health inequalities addressing Act As One priorities”</p> <p>Could we then delete the lone sentence that comes after the blue box</p>
26	Page 34 – first para - could we change “boasting state of the art facilities for care of the elderly, paediatrics and critical care ” to “boasting state of the art facilities for the care of older people, paediatric and critical care”