

# Progress in Practice

## University Hospital Birmingham NHS Foundation Trust

UHB have embraced all six areas of the Good Corporate Citizenship Assessment Model, and found that it makes good business sense and has helped the Trust in achieving its primary goals.

### Summary

UHB Foundation Trust, with 6,900 employees and a budget of over £400 million, recognises its potential to act as a community asset in the broadest sense, helping to reduce disadvantage and increase prosperity with employment programmes and community engagement.

The trust has found using the Good Corporate Citizenship Model a really helpful way to start a dialogue, and have made good progress in each of the six areas of the model.



ACTIVATE candidates enjoying their work placement at UHB

*“Improving the health outcomes of the communities we serve supports economic success in general and the ability of disadvantaged areas to regenerate themselves. For a start it means more people are healthy enough to work and can make more career choices. It also means fewer days are lost through sickness.”*

UHB Chief Executive, Julie Moore

### Community Engagement

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.

### Employment and Skills

UHB have excelled at helping unemployed people into work, with two initiatives:

- The ACTIVATE programme was developed by the Trust in 2002, funded by the Learning Skills Council and the European Social Fund. Focusing 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 nearly 300 people into jobs and nearly 900 people have progressed into further training or learning.

**Links and organisations involved:** NHS Good Corporate Citizenship Assessment Model ([www.corporatecitizen.nhs.uk](http://www.corporatecitizen.nhs.uk)), Learning and Skills Council ([www.lsc.gov.uk](http://www.lsc.gov.uk)), Jobcentre Plus ([www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)), CENTRO ([www.centro.org.uk](http://www.centro.org.uk)), Building Health ([www.bhhub.co.uk](http://www.bhhub.co.uk))

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## New Building

University Hospital Birmingham Foundation Trust's £621 million PFI development is due to open in 2010, and provides huge potential to build sustainability in from the start:

- The hospital will meet the Department of Health energy efficiency target of 35-55GJ/100m<sup>3</sup>, at 54.9 GJ/100m<sup>3</sup>.
- Wards are to be built in an elliptical shape around inner courtyards to maximise natural light throughout.
- The ventilation system will be designed to minimise use of air conditioning.
- Lighting strategy to include installation of movement detectors in low-use areas.
- Re-use of demolition materials and excavated materials to be optimised in balanced earthworks and landscaping.
- The Learning Hub building will be made of 80% sustainable materials and will feature innovative natural chimneys, a green roof planted with moss, and solar panels.
- The new hospital project team are required to use whole life costing methods.
- The new hospital grounds will incorporate green spaces including one of the largest plazas in Birmingham.

## Transport

The new hospital development has a planning condition target for a 10% move away from cars to public transport, and UHB is working with the Passenger Transport Authority, Birmingham City Council and bus operators to improve access to the new hospital by public transport and bicycle.

In depth research is taking place into hydrogen fuel at the University of Birmingham and the new hospital may be a demonstrator site for a hydrogen fuelled bus.

The potential impact of the quality of transport links on access to health services and health inequalities is being investigated in relation to a New Deal for Communities (NDC) area within Birmingham which has a particularly high level of health appointment non-attendance. The Trust are working with Community Transport to run a scheme, funded by Centro and NDC, which will provide a minibus to the peripheral housing estate to take residents to and from health appointments, jobs and training at the Trust.

## Procurement

An independent survey 3 years ago showed that UHB were spending 30% of its non-pay budget on firms based in the West Midlands, and the Trust is aiming to increase this percentage.

## Facilities Management

The Trust has a policy covering energy consumption, water usage, waste disposal and minimisation. These factors are monitored and the NHS Environmental Assessment Tool (NEAT) is used to report on progress.

Waste management is a particular strength of the trust, and a three year waste strategy has been produced including measurable targets for increasing recovery and recycling, and reducing the amount of waste sent to landfill. The environmental impact of waste is taken seriously and this is a significant factor considered when awarding contracts for waste services.

## Strategic Learning Points

- Recognising shared ambitions of different organisations can help to form effective partnerships, which achieve much more than possible by one organisation alone.
- Employment programmes can an effective way of improving health – employment is a key factor in reducing health inequalities.
- Trusts can be effective at helping to establish the significant relationships- in this case between available transport and access to health services.

