

AGENDA ITEM

6.2

CTM BOARD

STRATEGY DEVELOPMENT

Date of meeting

29 July 2021

FOI Status

Open/Public

If closed please indicate reason

Not Applicable - Public Report

Prepared by

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Presented by

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Approving Executive Sponsor

Executive Director of Strategy and Transformation

Report purpose

FOR APPROVAL

Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/group)

Committee/Group/Individuals

Date

Outcome

Management Board

21/07/2021

ENDORSED FOR APPROVAL

Executive Team

28/06/2021

SUPPORTED

Clinical Advisory Group

18/06/2021

SUPPORTED

Strategy Development Session

17/06/2021

SUPPORTED

ACRONYMS

CTMUHB

Cwm Taf Morgannwg University Health Board

1. SITUATION/BACKGROUND

- 1.1 Work has been ongoing in recent months to review the strategic direction of the Health Board and to commence work on a clinical strategy. As part of this work, a number of strategy development session have been held with the Independent Members and the wider

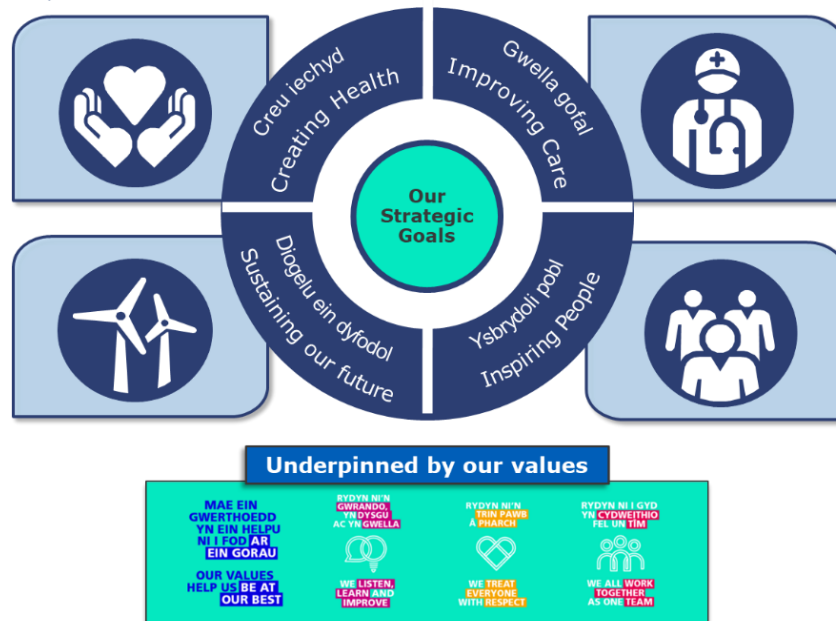


clinical and non-clinical Cwm Taf Morgannwg University Health Board (CTMUHB) leadership. The sessions have tested the thinking behind the organisations mission, vision and ambition.

- 1.2 In parallel, Grant Thornton have successfully been appointed to work alongside CTMUHB to develop a Clinical Strategy. They, like CTMUHB are very clear that the goal is to: change our approach to health services so that they actively drive up the health status of our population; make the most of all of all of our expertise and knowledge, including our patients and communities alongside experts from across the world; understand the deeply-held views of our services underpinned by data analysis and modelling; and focus on the areas of greatest need and greatest impact, agreeing the immediate areas of work and a future work programme.
- 1.3 Over the next 6-9 months, focused work will now be undertaken through the **CTM2030: Our Health, Our Future** programme to develop and agree our organisational strategy, including the future of our clinical services, **CTM2030: Clinical Services**.

2. SPECIFIC MATTERS FOR CONSIDERATION BY THIS MEETING (ASSESSMENT)

- 2.1 During the strategy development session in June 2020, the mission, vision and strategic objectives of the Health Board were reviewed. There remains support for both the mission, ***Building healthier communities together***, and the vision, ***In every community people begin, live and end life well, feeling involved in their health and care choices***, however there was consensus that the strategic objectives needed to be simplified.
- 2.2 Following consideration during the development session and by the Clinical Advisory Group, the following strategic goals have been developed for the organisation.



- 2.3 Under each strategic goal are a number of themes will need to be developed to enable clarity on the intended outcome of each goal. These will require further work with staff and the public to ensure the messages and language are understood. This work will be supported by a creative agency with a strong behavioural insights background.
- 2.4 A small CTM2030: Steering Group is being established, with the first meeting in August. The initial work of the clinically led Steering Group will be to agree a set of design principles for the programme and to shape a series of clinical workshops. It is expected that the launch of CTM2030: Our Health, Our Future will be in early September.
- 2.5 All those who have expressed an interesting in participating in the work will have a role to play in developing the strategy.
- 2.6 Grant Thornton will bring their experience of previous strategic work along with an analysis of our data, however, a draft set of workshop themes are emerging as :
- Children
 - Maternity
 - Older People
 - Mental Health
 - Cancer
 - Healthy Weight
 - Muscular Skeletal
 - Long Term Conditions
 - Integrated Cluster Based Care
 - Urgent and Emergency Care
 - Planned Care
 - End of Life
- 2.7 As well as developing a communications and engagement plan for the CTM2030: Our Health, Our Future programme, each workshop will have representation from those who use our services and those across the health and care system who provide the services.



3. KEY RISKS/MATTERS FOR ESCALATION TO BOARD/COMMITTEE

- 3.1 With the appointment of Grant Thornton as a partner in the CTM2030: Our Health, Our Future programme, the intention is to work at pace to deliver a Clinical Strategy by the end of March 2022. This is reliant on staff, partners and the public being able to engage fully with the programme. Given the pressure already being felt as a result of a 3rd COVID-19 wave, there is a risk that the timeline may slip. This is noted within the draft risk register of the programme and will be closely monitored.

4. IMPACT ASSESSMENT

Quality/Safety/Patient Experience implications	Yes (Please see detail below)
Related Health and Care standard(s)	Governance, Leadership and Accountability Staff and resources, Staying Healthy, Safe Care, Individual Care, Timely Care, Dignified Care, Effective Care
Equality Impact Assessment (EIA) completed - Please note EIAs are required for <u>all</u> new, changed or withdrawn policies and services.	No (Include further detail below) EIA's will need to be developed as the programme develops
Legal implications / impact	There are no specific legal implications related to the activity outlined in this report.
Resource (Capital/Revenue £/Workforce) implications / Impact	There is no direct impact on resources as a result of the activity outlined in this report.
Link to Strategic Well-being Objectives	Work with communities and partners to reduce inequality, promote well-being and prevent ill-health Provide high quality, evidence based, and accessible care Ensure sustainability in all that we do, economically, environmentally and socially Co-create with staff and partners a learning and growing culture

5. RECOMMENDATION

- 5.1 **APPROVE** the CTMUHB strategic goals:
- Creating Health;
 - Improving Care;
 - Inspiring people; and
 - Sustaining our Future.
- 5.2 **NOTE** the progress of the CTM2030: Our Health: Our Future programme and within it CTM2030: Clinical Services.