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Bwrdd Iechyd Prifysgol
Abertawe Bro Morgannwg
University Health Board



Meeting Date	29 November 2018	Agenda Item	1ix
Report Title	Bridgend Boundary Change Update including name change		
Report Author	Hannah Evans, Director of Transformation and Alison Phillips, Transition Programme Director		
Report Sponsor	Hannah Evans, Director of Transformation		
Presented by	Hannah Evans, Director of Transformation		
Freedom of Information	Open		
Purpose of the Report	To get Board approval on the preferred name change for the organisation post Bridgend boundary change and to provide a general update on the progress of the Transition Programme.		
Key Issues	<ul style="list-style-type: none"> - Bridgend Boundary change will be affective as at 1 April, much progress made across the workstreams. - Both ABMU and Cwm Taf have been engaging on potential name changes with staff and stakeholders so that the organisations better reflect the new geographical footprint and communities served. - The engagement exercise in ABMU demonstrates a preference for the name Swansea Bay University Health Board / Bwrdd Iechyd Prifysgol Bae Abertawe. - The costs have been looked at and through an approach that focuses on digital changes and a phased sequencing of signage these have been costed at circa £100k. - Should the Board agree this proposition then the Chair will write formally to the Cabinet Secretary for Health and Social Care confirming the preferred name. - The Cabinet Secretary for Health and Social Care has the ultimate decision as to whether to support a name change and what that name is. 		
Specific Action Required <i>(please ✓ one only)</i>	Information	Discussion	Assurance
Recommendations	Members are asked to: <ul style="list-style-type: none"> • APPROVE the preferred option for organisational name change; and • NOTE the general update on the Transition programme 		

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BRIDGEND BOUNDARY CHANGE
Transition Programme Update and Organisational Name Change

1. INTRODUCTION

The purpose of this report is to secure Board approval of the preferred name for the Health Board post the Bridgend boundary change. This paper also gives a general overview of other elements of the Transition Programme.

2. BACKGROUND

On the 14 June 2018 the Cabinet Secretary for Health and Social Services announced that from 1 April 2019, the responsibility for providing healthcare services for people in the Bridgend County Borough Council area will move from Abertawe Bro Morgannwg University Health Board (ABMUHB) to Cwm Taf University Health Board (CTUHB). The Board have been kept regularly apprised of the progress of the Transition Programme.

3. ORGANISATIONAL NAME CHANGE

A key area of work has been the engagement on potential name change of both organisations post 1 April 2019. The Cabinet Secretary for Health and Social Care has the ultimate decision as to whether a name change will occur and what that name change is. Further to correspondence received from the Cabinet Secretary on 16 October 2018, the Health Board has undertaken a process of engagement with stakeholders who may have an interest in the proposed new name of the organisation. Cwm Taf undertook a similar exercise in the same timeframe.

The focus of ABMU engagement was on 2 key questions:

1. Abertawe Bro Morgannwg University Health Board is proposing to change its name to one of the following names:

Option 1 Swansea Bay University Health Board / Bwrdd Iechyd Prifysgol Bae Abertawe or
Option 2 Western Bay University Health Board / Bwrdd Iechyd Prifysgol Bae'r Gorllewin

Which option do you think will better reflect the geography and footprint of the populations and communities it will serve following the boundary change on 1 April 2019?

2. Do you have any other comments which you would like to share with us about the potential name change?

Summary of the engagement process

ABMU adopted a number of ways to seek staff and stakeholder engagement:

- An online survey was used to engage with stakeholders about the potential to change the name of the Health Board;
- Via ABMU's social media platforms;
- ABMU's internal intranet was also used to gather views from staff;
- Via Letter from the Chair to stakeholders inviting comment.

The engagement materials were clear and detailed the rationale for name change and of the local and regional context of both options.

Responses

A detailed summary of the responses can be found in Appendix 1. In terms of outcome, the engagement process demonstrated general support and recognition of the need for ABMU to change its name, many respondents recognising the potential benefits.

In terms of a preferred name, there was clear support for option 1:

Swansea Bay University Health Board / Bwrdd Iechyd Prifysgol Bae Abertawe

There were some consistent themes identified throughout the engagement process including:

- Welsh Language: The importance of appropriate application of the Welsh Language Standards and in particular a plea to have either monolingual (Welsh) or Welsh first was a strong view;
- Name links to geographic region: there was some online discussion as to whether Swansea Bay/Bae Abertawe represented all of the communities served, in particular the Afan and Neath Valleys. It was strongly felt that Western Bay was not specific enough to the area and could relate to other regions in the UK and beyond. Other respondents noted the benefits of a bi-lingual name that reflected the region served.
- Concern on cost – Where responses were against name change, the main reason cited was the potential cost with comments that costs associated with a name change would be better spent on front line services. The cost information is outlined under the financial implications section of this report.

The Health Board is required to identify the preferred name which complies with the Welsh Language Standards and the Welsh NHS Corporate Identity Brand Guidelines. The following Welsh Language Standards will apply:

- **Standard 48:** When you— (a) erect a new sign or renew a sign (including temporary signs); or (b) publish or display a notice; which conveys the same information in Welsh and in English, **the Welsh language text must be positioned so that it is likely to be read first.**

- **Standard 62:** When you form, revise or present your corporate identity, you must not treat the Welsh language less favourably than the English language

Next Steps

Should the Board approve the name change, the chair will write to the Cabinet Secretary for Health and Social Care who will consider the responses of both organisations before announcing a decision.

Once a way forward is agreed we will communicate the decision to our staff and stakeholders.

4. OTHER TRANSITION PROGRAMME WORKSTREAM UPDATES

Work continues to progress across all workstreams within the Transition programme, some key headlines include:

Clinical Services workstream

Significant progress has been made by the workstream by bringing together clinical and managerial teams from both organisations to work through the operational and pathway issues that need confirmation by 1st April. These discussions and decisions are critical to information the quality and safety element, the workforce workstream and the financial and commissioning workstream. Around 80% of the services identified as affected have been discussed through this process. A very small number of adjustments may be required to the service transfer lists agreed by the Health Boards on 30 August. These will be agreed by the work stream and agreed in principle by the Chief Executives on 10 December and will come to the December Transition Board meeting. Any such changes, if agreed, will need the subsequent approval of the Health Boards.

People workstream

The staff consultation was launched on 10 September and is running until early December. These sessions have been led by senior ABM UHB staff with colleagues from Cwm Taf UHB often in attendance. In terms of finalising staff to transfer over, there has been a focus on the more straightforward areas, ie Princess of Wales teams and locality primary and mental health teams. As the clarity emerges from the clinical and other non-clinical workstreams, this is being fed into the staff consultation process.

Facilities and Estates

Work has progressed to identify the estate (freehold and leasehold) to transfer to Cwm Taf. A detailed schedule has been developed and tested in both organisations. It will go to the Joint Transition Board on 30 November and then to the ABMU Board.

Detailed work has taken place across all elements of facilities management, again with proposals emerging by the end of November for final approval

Corporate Functions

Work has continued during November on the impact assessment of the boundary change on corporate functions within both organisations. The same methodology and tool are being used by both Health Boards to make this assessment. This work is a key priority to inform the outcome of the staff consultation for staff working in corporate functions and also to inform the disaggregation of financial resources between both organisations. Further discussion between both organisation is planned for 22 November and 10 December to support this next phase of work and jointly work through any residual risks.

5. FINANCIAL IMPLICATIONS

Indicative costs for the name change have been assessed through a process of reviewing costs of previous name changes and agreeing to principles of:

- Digitisation of correspondence and materials – ie no costs for letter heads etc
- A phased and prioritised approach to signage and use of stickers
- Identification Badges to be replaced in a phased way in line with general replacement procedures

Under these principles, one off costs of circa £100,000 have been identified. These are comparable with Cwm Taf identified costs and the Programme Team is making provision for these to be covered by the Transition budget, subject to Welsh Government approval.

6. RECOMMENDATION

Members are asked to :

- **APPROVE** the preferred option for organisational name change as **Bwrdd Iechyd Prifysgol Bae Abertawe /Swansea Bay University Health Board**
- **NOTE** the general update on the Transition Programme

Governance and Assurance										
Link to corporate objectives <i>(please ✓)</i>	Promoting and enabling healthier communities		Delivering excellent patient outcomes, experience and access		Demonstrating value and sustainability		Securing a fully engaged skilled workforce		Embedding effective governance and partnerships	
					X				X	
Link to Health and Care Standards <i>(please ✓)</i>	Staying Healthy	Safe Care	Effective Care	Dignified Care	Timely Care	Individual Care	Staff and Resources			
	✓				✓		✓			
Quality, Safety and Patient Experience										
<p>There are no direct implications of this report. However, ensuring that the Board make fully informed decisions is dependent on the quality and accuracy of the information presented and considered by those making decisions. Informed decisions are more likely to impact favourably on the quality, safety and experience of patients and staff.</p>										
Financial Implications										
<p>Resourcing implications of the Bridgend Transition programme have been considered and submitted to Welsh Government. Clearly there will be a significant amount of work via the Transformation Programme Group and related work streams that will require further consideration as part of the transition arrangements.</p> <p>Work to quantify any short or longer term financial risks is being progressed as part of the programme. This paper identifies the anticipated costs of name change</p>										
Legal Implications (including equality and diversity assessment)										
<p>Ensuring the Joint Transition Board (and respective Health Boards) are fully sighted on key areas of its business is essential to positive assurance processes and related risk management. There are, and will be risks associated with this Programme and there will be a requirement of the Programme for these to be logged, assessed and where appropriate escalated and reported into the Transition Board.</p> <p>In order to enact the decision by Welsh Government to proceed on the changes consulted on, there will be a legal requirement on the part of Welsh Government to lay the relevant Regulations / Establishment Orders and for the Health Boards affected by the decision to develop appropriate governance arrangements in enacting the decision made.</p>										
Staffing Implications										
<p>There are no direct implications on workforce in this report. However, specific impact, where relevant, will have been considered within individual reports referenced within this update.</p>										
Long Term Implications (including the impact of the Well-being of Future Generations (Wales) Act 2015 - https://futuregenerations.wales/about-us/future-generations-act/)										
<p>Should the proposals be accepted, this will have a long-term impact as to how health services will be provided across the Bridgend region.</p>										

Report History	
Appendices	Appendix 1 – Detailed summary of responses

APPENDIX 1

ABM University Health Board Potential Name Change

Engagement process and outcome

Further to correspondence received from the Cabinet Secretary for Health and Social Services on 16 October 2018, ABM University Health Board undertook a process of engagement with stakeholders who may have an interest in the proposed new name of the organisation.

Summary of the engagement process

Method

A survey was used to engage with stakeholders about the potential to change the name of the Health Board.

This was made available both online and sent directly to a number of external stakeholders either by email or letter.

The online survey was available from October 24. All responses to the survey (online, email or hard copy) were requested no later than November 7 at 12pm.

The potential to change the name of the Health Board was also shared via ABMUs social media platforms although this was not directly linked to the online survey.

ABMUs internal intranet was also used to gather views from staff about the potential name change although this was not directly linked to the online survey.

Survey Questions posed

The survey posed two questions:

Question one

Abertawe Bro Morgannwg University Health Board is proposing to change its name to one of the following names: Option 1 Swansea Bay University Health Board / Bwrdd Iechyd Prifysgol Bae Abertawe or Option 2 Western Bay University Health Board / Bwrdd Iechyd Prifysgol Bae'r Gorllewin

Which option do you think will better reflect the geography and footprint of the populations and communities it will serve following the boundary change on 1 April 2019?

Question two

Do you have any other comments which you would like to share with us about the potential name change?

Responses

Where possible, for all free text comments received, a subjective assessment of its sentiment towards a name change (whether for, against or neutral) and its preference (whether one of the two options or an alternative) has been made. These assessments are included in the detail below.

Responses to online survey

Response to question one

Question one of the online survey received 731 answers. Of those:

- 89.33% chose Option 1 Swansea Bay University Health Board / Bwrdd Iechyd Prifysgol Bae Abertawe
- 10.67% chose Option 2 Western Bay University Health Board / Bwrdd Iechyd Prifysgol Bae'r Gorllewin

Response to question two

175 free text comments were received via the online survey.

Of the 175 comments, 125 were categorised as follows:

- 89 were assessed as being for a name change
- 16 were assessed as being against a name change
- 20 were assessed as being neutral towards a name change

Of the 175 comments:

- 46 preferred Swansea Bay / Bae Abertawe (although the majority of responses referred to the English language version only)
- 4 preferred Western Bay
- 46 preferred an alternative option

Responses by email

In total, 21 responses were received via email. Of these:

- 21 responses were for a potential name change
- No responses were against a potential name change
- No responses were neutral about a potential name change

Of the 21 responses:

- 14 preferred Swansea Bay / Bae Abertawe (although eight of those responses referred to the English language version only)
- 1 preferred Western Bay
- 6 preferred an alternative option

Responses/Comments received via Facebook

In total, 184 comments were posted in response to ABMUs Facebook page. Of these:

- 16 comments were for a potential name change
- 14 comments were against a potential name change
- 15 comments were neutral about a potential name change

A number of other comments were made which didn't offer a view one way or the other.

Responses/Comments received via Twitter

In total, 11 comments were posted in response to ABMUs Twitter page. These are available at **appendix four**. Of these:

- 0 comments were for a potential name change

- 7 comments were against a potential name change
- 1 comment was neutral about a potential name change

3 other comments were made which didn't offer a view one way or the other.

Responses /Comments received via staff intranet

In total, 275 comments were posted via the ABMU staff intranet page. These are available at **appendix five**. Of these:

- 163 comments were for a potential name change
- 29 comments were against a potential name change
- 21 comments were neutral about a potential name change

Of those:

- 121 preferred Swansea Bay / Bae Abertawe (although responses mainly referred to the English language version only)
- 1 preferred Western Bay
- 58 preferred an alternative option

A number of other comments were made which didn't offer a view one way or the other.

Themes

Some consistent themes can be identified throughout the responses and comments across all the approaches outlined above.

They include:

Welsh Language:

The importance of appropriate application of the Welsh Language Standards meaning:

- A Welsh language version should precede the English language version rather than English being first.
- Using a Welsh language name only as is the case with other Health Boards (apart from Cardiff and Vale) i.e. Bwrdd Iechyd Prifysgol | Bae Abertawe | University Health Board

This view was particularly present in cases where an alternative to the two options was preferred.

Linking to geographic areas:

A number of concerns are raised about linking a new name to a geographic location including:

- The need to futureproof any new name against future potential boundary changes. Alternative suggestions include using famous names as is the case with Hywel Dda and Betsi Cadwaldr i.e. Dylan Thomas
- The suggested options are not representative of the new geographic boundary.

Cost

Where responses were against a potential name change, the main reason cited was cost with any money associated with a name change being better spent on front line services.