

Meeting Title: Board of Directors
(held in public)
Meeting Date: 26 September 2024
Agenda Item: 1.8



Report Title	Chief Executive's Report
Author (name and title)	Peter Reading, Chief Executive
Accountable Director	Peter Reading, Chief Executive
Previous committees/groups	None
Recommended action(s) Approval, Assurance, Information	Information/ Assurance
Purpose of the paper	To brief Board members on some important matters for the Trust, some of which may be covered in more detail elsewhere in the Public or Private meetings of the Board.
Recommendation(s)	Note the update from the Chief Executive's Report

Executive summary (overview of main points)

The paper gives a summary of the following key items:

- Civil Unrest
- What3words campaign
- NHS 111 offering crisis mental health support for the first time
- Work without fear campaign and sexual safety review
- Celebrating the dedication of colleagues at the Long Service Awards
- Top 100 Apprenticeship Employers 2024 success
- YAS receives Gold TIDE Award for commitment to diversity and inclusion
- Young people reap the benefits of employability programme
- Bradford University students excel in Business Intelligence (BI) team placements
- Green YAS Month

Strategic ambition(s) this supports Provide brief bullet point details of link to Trust strategy	Our Patients	Deliver high-quality patient care and achieve the Ambulance Clinical Outcome measures.
	Our People	Invest in developing our people (staff and volunteers), ensuring they have the skills, support and resources they need to deliver high-quality care and services, now and in the future.
	Our Partners	Listen and respond to patients, partners and our communities to develop and deliver high-quality care, which is continuously improving.
	Our Planet and Pounds	Use our resources wisely and ensure value for money.
Link with the BAF Include reference number (board and level 2 committees only)		1a, 1b, 1c, 3a

Board of Directors (held in Public)
26 September 2024
Chief Executive's Report

1. Summary

- 1.1 This paper briefs Board members on some important matters for the Trust, some of which may be covered in more detail elsewhere in the Public or Private meetings of the Board. Board members are invited to discuss any of these items, as they choose, and to note them for information.

2. Civil unrest

- 2.1 Following the period of racist violence and civil unrest during August, we [condemned the discrimination and provided support to our colleagues](#). We have provided support for our colleagues and our Race Equality Network has been offering opportunities for support and discussion. We have also taken a robust approach in applying our disciplinary policies where staff have allegedly been involved in discriminatory behaviour, in person or on social media, inside or outside work.

3. Work Without Fear campaign and sexual safety review

- 3.1 We are supporting the second phase Association of Ambulance Chief Executives (AACE) [#WorkWithoutFear campaign](#), both internally and on social media. The national campaign promotes respect for ambulance staff and highlights their right to work without fear of violence and aggression.
- 3.2 Data shows a record 17,114 incidents of violence and abuse registered during the 2023/24 financial year. This means that every single day last year, a staggering 47 ambulance staff were abused or attacked – two every hour of every day throughout the whole year. This represents an increase of 123% in reported incidents since records began eight years ago.
- 3.3 The campaign features several staff from across the country who have been victims of assault, sharing their stories and highlighting the impact it has had on their lives.
- 3.4 We are also supporting colleagues through our sexual safety charter, which was launched last year and sets out the standards of behaviour we expect from all colleagues. Since its launch, we have seen an overall increase in the number of staff coming forward to raise issues, which reflects a positive change and higher levels of confidence in reporting.

4. What3words campaign

- 4.1 This summer we have supported a national campaign to encourage more people to use [what3words](#) – a free app that helps save time and resources in emergency situations by providing users with a three-word unique identifier that pinpoints their location, wherever they are.
- 4.2 Anisah Mahmood, Enhanced Emergency Medical Dispatcher, said: “We use what3words countless times every week to quickly identify the specific location of injured or ill patients, recent examples include someone who had fallen in the

Yorkshire Dales and a road traffic accident on a long A-road with no obvious landmarks.”

5. NHS 111 offering crisis mental health support for the first time

- 5.1 People of all ages, including children, can now access [mental health support through NHS 111](#). People who are experiencing a mental health crisis or concerned family and loved ones can now call 111, select the mental health option and speak directly to a trained mental health professional in their local mental health service.
- 5.2 We are working with our mental health partners who are providing this service and callers will be guided with next steps such as organising face-to-face community support or facilitating access to alternatives services, such as crisis cafés or safe havens which provide a place for people to stay as an alternative to A&E or a hospital admission. We will be monitoring demand for the service with our partners over the next few months.

6. Celebrating the dedication of colleagues at the Long Service Awards

- 6.1 Long-serving colleagues were honoured at two events this summer where we recognised over 480 colleagues who have reached 20-, 30-, 40- and 50-years’ service in the NHS, as well as those reaching their retirement. Also presented were the King’s and Queen’s Long Service and Good Conduct Medals, given to colleagues with 20 years’ exemplary frontline emergency service. Amongst the awardees were two colleagues who had reached the incredible achievement of 50 years’ service.
- 6.2 The awards were presented by our Chair, Martin Havenhand, who was joined by Helen Thomson, His Majesty’s Vice Lord-Lieutenant of West Yorkshire at the July event in Wetherby and Simon Mackaness, His Majesty’s Deputy Lieutenant of North Yorkshire at the September event in Harrogate.
- 6.3 The events provide us with a wonderful opportunity to reflect on the amazing hard work, dedication and service our colleagues have given to our patients and the communities we serve over so many years.

7. Top 100 Apprenticeship Employers 2024 success

- 7.1 We are proud to have retained our [Top 100 Apprenticeship Employer status](#) in the 2024 rankings, which celebrates England’s outstanding apprenticeship employers. The Trust has placed 23rd overall – a significant rise from last year’s 36th place.
- 7.2 The rankings are produced annually by the Department for Education, in partnership with High Fliers Research, who independently assess and rank the nation’s top apprenticeship employers.
- 7.3 YAS has been recognised for our commitment to creating new apprenticeships, the diversity of our apprentices, and the number of apprentices who successfully achieve their apprenticeships.

8. YAS receives Gold TIDE Award for commitment to diversity and inclusion

- 8.1 Out of 185 entries, YAS is one of 25 organisations this year to receive the Gold TIDE Award for its commitment to diversity and inclusion.
- 8.2 Talent Inclusion and Diversity Evaluation (TIDE) is the diversity and inclusion self-assessment evaluation and benchmarking tool developed by the Employers Network for Equality and Inclusion (enei) - the leading employer network promoting equality and inclusion in the workplace. Gold, silver and bronze TIDemarks are awarded to organisations who have ranked the highest on the benchmark.
- 8.3 TIDE measures an organisation's approach and progress on Diversity and Inclusion across eight areas, including:
- Our workforce
 - Strategy and plan
 - Leadership and accountability
 - Recruitment and attraction
 - Training and development
 - Other employment practices
 - Communication and engagement
 - Procurement.
- 8.4 YAS has been awarded the Gold Standard, recognising our progress and commitment in these key areas.

9. Young people reap the benefits of employability programme

- 9.1 The latest Prince's Trust Get Started Programme took place at our Manor Mill site which saw five young people gain a valuable insight into working in the ambulance service and an opportunity to build a range of skills to help them in starting their careers.
- 9.2 The [Get Started Programme](#) is managed by the Prince's Trust in conjunction with organisations across the country and aims to support those aged 16-30 and out of work, education or training, to build their skills and confidence with an aim to get more people into work.
- 9.3 At YAS our programme is delivered by the Community Engagement Team and is supported by a wide range of colleagues from across the Trust. The programme includes a mix of employability skills workshops and meet the team sessions to give attendees the chance to ask questions and find out more information about the variety of roles we have at YAS. The next week-long programme is due to take place in October.

10. Bradford University students excel in Business Intelligence (BI) team placements

- 10.1 Our Business Intelligence (BI) team has recently worked in partnership with Bradford University to support two master's level Data Analyst and AI placement students.
- 10.2 Mary Ugoje and Hayatudeen Nurudeen joined YAS from Bradford University on 1 April 2024, spending three months with the BI team until 2 July 2024. This was an opportunity for Mary and Hayatudeen to gain experience and insight into our

organisation, where BI is used widely for operational, clinical and research purposes.

- 10.3 In turn, both students brought their own valuable skills and knowledge that they gained from their MSc Applied Artificial Intelligence and Data Analytics course. This offered the BI team an insight into new technology and tools used to deliver high-quality business intelligence across the Trust. It also allows the team to form a pathway to recruiting a high-level quality analyst in the future to support our strategy.
- 10.4 The feedback received from the students was positive and they felt well-supported by the BI team for the duration of their three-month placement. Both Mary and Hayatudeen said they would like to work at YAS should an employment opportunity become available.

11. Green YAS Month

- 11.1 Throughout September, we will be highlighting our commitment towards a greener NHS by supporting NHS England North East and Yorkshire's month-long focus on sustainability. Climate change is a pressing threat to both our health and our planet. The environment is rapidly changing, and these changes have immediate effects on our patients, the public and the NHS.
- 11.2 Here at YAS, we have been driving down our emissions for the past 15 years and have been leading the change to our estate, fleet as well as working to adapt to our new future. As part of [our strategy for 2024-29](#) we are working to reduce our carbon footprint, increase biodiversity across our sites, adapt to climate change and address air pollution with a zero-emission fleet.

12. Recommendation

- 12.1 It is recommended that the Board:
- Note the Chief Executive's Report