Welcome!

Birmingham and Solihull’s new sexual health service

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More than 60 representatives from primary care, third sector partners, youth services and HEFT joined the project team from UHB for the first Umbrella Partnership Away Day.

The event, which took place on 24 February, saw colleagues from across Birmingham and Solihull bring their knowledge and expertise of sexual health together, to inform the Umbrella strategy.

The day focused on several key themes aimed at ‘getting it right for patients’ with great emphasis on young people’s services, partnership contracting processes and safeguarding in relation to sexual violence, trafficking and exploitation.

Partners were also asked to work in small groups to examine the Umbrella governance structures and the Terms of Reference for the Senate and its sub-groups.

A pause for lunch provided the perfect opportunity for people to catch up with former colleagues and to put faces to well-known names before the group tackled the education and training programme and the communication and engagement strategy through a series of workshops.

Through these important feedback on how the Umbrella training programme should take shape was gained with the groups discussing how often staff should undergo training and in what form the training should be for various topics such as the C-card.

A physical exercise, which saw partners expressing their view on communications, revealed the overwhelming majority of partners are excited about the launch of the Umbrella service and are looking forward to the opportunity to be creative in the way that they market their services to potential users.

Fiona Alexander, Director of Communications at UHB, said: “It has been a really interesting day and having representatives from a wide range of partners get together around the table has meant we have achieved a great deal in a very short space of time.

“We have gained a valuable insight into what is key to the success of Umbrella and gathered some vital information throughout the course of the day.

“I think people have found the whole experience really useful and we will look to hold further events like this in the future to ensure we all have an opportunity to come together as a team.”

Details of further partnership days will be communicated in the coming weeks. If you are interested in attending please email: umbrella@uhb.nhs.uk
The Umbrella model of care utilises the expertise of local healthcare infrastructure, third sector organisations and other partners to provide a comprehensive range of services. The model increases the geographical spread of services and the number of access points for service users.

The Umbrella team consists of a network of doctors, pharmacists and nurses who will provide the core clinical services. Their work will be complemented by psychological services, health advisors and youth workers, who will provide information, advice and support to service users.

The service user-facing staff will be supported by the education and training teams, the labs and administrative staff, who will provide essential assistance in the delivery of care.

Umbrella will deliver a wide range of sexual health services across Birmingham and Solihull.

The core services will be delivered through GPs, pharmacies and an increased number of specialist clinics. In addition service users will access information and advice through outreach programmes with our partners, public health campaigns and digital media.

Self sampling and screening will also be an essential part of the new model.

What is not included in Umbrella?

HIV services are ‘out-of-scope’ and therefore are not part of the Umbrella model. These are commissioned separately and so the delivery of HIV treatment remains unchanged.

Vasectomy, sterilisation and abortion services are also out of scope, therefore do not form part of the Umbrella model.
Bringing together a number of existing services, and creating new ones, takes a great deal of planning. The process known as ‘mobilisation’ involves a number of workstreams looking at various areas of business and working through action plans. This timeline gives a high level overview of the different elements of the mobilisation strategy and the timescales the teams are working to.

**Umbrella FAQs**

**When will we see the workforce plan?**

The workforce plan will be completed in early April. Between now and then UHB is refreshing the activity data (number of clinics, patients/service users, which locations, how many staff across what hours etc).

This information was not available when the tender was put together hence why this work is being done now.

HEFT is in the process of providing the names, job descriptions, hours worked, terms and conditions of individuals to inform this process.

**What is TUPE?**

TUPE stands for Transfer of Undertakings (Protection of Employment) Regulations.

This employment legislation is designed to protect the rights of employees when the service or organisation they work for is transferred from one employer to another.

This means that the contracts of employment of all staff employed within the transferring service are automatically transferred to the new employer and your contractual terms and conditions of service are protected. You will be made aware if this applies to you.

**What is meant by the procurement process?**

Procurement is a process whereby contracts are set up for the delivery of services, equipment or premises – essentially it is ‘buying things’.

As an NHS provider we are unable to buy or rent without following a set of guidelines which aims to ensure we get the best quality, the best value for money and that we are adhering to European legislation.

UHB, like many other large organisations, is purchasing items or services all the time, therefore we have a dedicated team who understand all of the regulations and guidelines and support clinical services to go through the procurement process by liaising with suppliers on our behalf.
One of the toughest challenges of developing the new model of care was creating the new look, and name, for Birmingham and Solihull’s new service.

Orb – the creative agency specialising in brand strategy – were one of several Midlands-based design agencies invited to create a brand which would become the face of the new sexual health service.

Orb’s vision received overwhelming support from partners and more than 300 service users who analysed the short-listed design.

The result was Umbrella; a strong, identifiable yet discreet brand which is easily recognised through the use of a single universal symbol.

To embed the new name and brand, UHB’s Communications team and Orb are in the process of planning a major public awareness launch campaign and developing branding toolkits.

The toolkits will provide a range of branded materials to support service delivery with essential items such as logos, templates for bulletins and presentations, links to social media sites as well as guidance on how to use the brand to best effect within partner organisations.

At the recent Partners Away Day, Orb’s design team led a series of ‘visual thinking’ activities to get the creative juices flowing.

This led to a whole range of ideas from the various partners on how the launch of the new services could take shape, which the team will use as a starting point for a high-profile campaign to raise public awareness of Umbrella.

Fiona Alexander, Director of Communications said: “We’ve had lots of extremely interesting and exciting ideas from the partners for the launch campaign such as holding free Umbrella days, turning Birmingham gold and producing toy badgers with umbrellas.

“A huge amount of work is going into ensuring that all the partners in the Umbrella service have user-appropriate tools and that they make the right impact.

“We’re keen to understand the ways in which people have successfully engaged with their audiences and what they feel are key channels going forward so we can make the long-term strategy as successful as possible.”

Fiona Alexander
Finding the right locations for clinics has been a top priority for the team and much consideration has been given to making the sites as accessible as possible for both staff and service users.

Five new clinics are being set up to ensure better access to specialist clinics is available – these will be located in North Birmingham (Erdington area), South Birmingham, West Birmingham and East Birmingham as well as Chelmsley Wood.

At this stage, the proposed locations are subject to procurement contracts and alterations to the building may require planning consent, therefore there is always the possibility that these may need to change but as soon as it is possible to do so, the details of these premises will be announced.

UHB’s Sioux Bailey said:
“Understandably everyone wants to know where the new clinics will be and that for some there is anxiety about the locations because they are worried about what this means for their role.

“We’re putting a great deal of thought into the locations because we want to first and most importantly get it right for our service users. We need buildings that will allow us to deliver the service that is needed in an appropriate, well-situated place, with good infrastructure.

“We then have to look at costs, contracts to buy or rent the facility and we have to work through the practicalities of turning that building into a clinic, which may mean refurbishment, or applying for planning consent for example before we can proceed with acquiring the premises.

“It does make it a lengthy process, but completing all the stages thoroughly is vital to making sure we have the best possible premises for our new clinics.”

Sioux Bailey

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Who’s who?

Fiona Alexander
Director of Communications
Lead for Marketing, Engagement and Health Promotion

Scott Hancock
Head of Pathway Redesign
Lead for Procurement

Clare Childs
Senior HR Manager
Lead for Workforce

Sioux Bailey
Head of Outpatients and Sexual Health Services
Lead for Programme Delivery

Louise Brown
Service Improvement Lead
Lead for Education and Training

Meg Boothby
GUM consultant
Lead for Youth Services

The Senate

The Senate is the key strategic body for Umbrella. Just like governors or a Board, the Senate will oversee the activity of Umbrella to ensure it is delivering on its promises.

The Senate will comprise senior managers and clinicians representing the various aspects of the service eg primary care, third sector, nursing etc.

The Senate will be established in April and will meet regularly to monitor progress. Members of the Senate will be published on the Umbrella website.

The five Senate subgroups are:

1. Clinical Quality and Performance – will oversee clinical governance to ensure quality, safety and learning across the system.

2. Health Promotion – will advise on the health promotion to ensure it plays a key role in delivering the 10 key outcomes.

3. Education and Training – identifying workforce training and organisational development needs, to ensure effective relationships with LETB and others.

4. Service Users – users’ views will shape the way the Umbrella partnership is managed and delivered.

5. Safeguarding – oversee all safeguarding issues and ensure system-wide learning.

Did you know?

Umbrella will become the largest sexual health service in the world!