



Case Study

Health care, social responsibility, environmental impact

Salford Royal NHS Foundation Trust

Live Well, Work Well Strategy

Salford Royal NHS Foundation Trust is an integrated provider of hospital, community and primary care services in the city of Salford and Greater Manchester. The Trust's main aims are to help local people live healthier lives and to make a really positive contribution within Salford.

What was the issue being addressed?

The Trust had to identify ways to enhance the support it provides for clinical care and employment practice, while also reducing the impact of its daily business on the environment.

It considers social value to be an integral part of public health, and for this reason, it aims to play a broader role in supporting society by considering corporate social responsibility, corporate citizenship and the environment.

What action was taken to overcome the issue?

The organisation set out its objectives in a three year plan which is regularly refreshed to reflect recent progress. The key areas of focus are:

Patient and Staff Health and Wellbeing

This includes the introduction of routine screening programmes for smoking and alcohol, for both planned and unplanned admissions, for all patients and the redesign of the hospital based smoking cessation service.

The introduction of the SRFiT programme in partnership with Salford Community Leisure, to offer physical activity sessions to staff on site at a discounted rate. Participation in the annual NHS Games including netball, badminton, and football teams.

Social Responsibility

The trust has been hosting GATEway events for over 10 years supporting young unemployed people in their search for work and has developed a partnership with Jobcentre Plus, Salford Council, Salford College, and a construction company Cofely.

The trust delivers employment pathways in partnership with and for the Princes Trust, Pure Innovations, Skills for Health and Salford Foundation. It has also been working with the *Salford Foundation Inspired to Aspire* program to develop a new support program for 16-19 year olds and mapping out new ideas to support unemployment with Damson Restaurants.

Sustainability and Environmental Impact

The Trust has undergone substantial redevelopment of the site, including the



PFI scheme which has seen the building of several state of the art energy efficient buildings with additional eco features such as green roofs. A recycling scheme has been introduced and development of an independent water supply arranged.

The trust participates in 'NHS Sustainability Day' to enhance awareness of issues. It is also supporting Sustrans in bidding for funds from the Cycle City Ambition Grant (CCAG) to deliver a number of cycle routes across the city. A new cycle storage and shower facilities for staff has been built and bike stands placed around the site near to entrances to encourage patients and visitors to cycle to their appointments, rather than use cars.

What was the impact?

The Alcohol Assertive Outreach programme has helped patients who suffer from alcohol and drug addiction. The scheme, which helps users either cut down or give up, reduced hospital activity by 50% and has delivered cost savings of £750k over two years.

During 2013/14 partnership schemes have helped to moved 130 people into employment who were either receiving income support-incapacity or Job Seekers Allowance. In the same period 340 of the new starters were local residents with 52% of the total people employed by the trust coming from Salford.

The Trust has an impressive recycling record, with around 85% of all waste being recycled.

Lessons learned / success factors

- Implementation of a volunteering strategy and infrastructure has supported the development of a range of volunteering roles, and recruitment of a volunteer co-ordinator.
- Redesign of the hospital based smoking cessation service has led to an increase in patients achieving a four week quit from 182 in 2011/12, to 377 in 2012/13.

- Hosting GATEway events for over 10 years has helped to understand how to motivate people to get back to work and supported 1000s of unemployed people from all backgrounds.
- Support from senior management within the organisation is key.
- There have been major barriers around costs. Projects could only be undertaken when activities were cost neutral, unless major cost savings identified – in which case a 'spend to save' business case was critical.
- Partnership work with other agencies such as Transport for Greater Manchester, Salford City Council, and the 3rd/voluntary sector has been vital.

Scaling up

There are huge potential cost savings from the reduction in use of acute hospital services.

If other large organisations invest money into the local community by commissioning goods and services and opening tenders to small local businesses the impact can be huge. This means more money retained in the city rather than being absorbed by large multinational companies.

The increased use of public transport and a reduction in the number of vehicles on the road can make a large environmental impact on carbon emissions over time.

For further information on this project please contact:

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