

Our Strategy 2019 - 2024













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Responsible Director/Senior Manager	Director of Strategy and Planning
For Use By	All trust employees

Change Record

Version	Date of change	Date of release	Changed by	Reason for change
2.0	September 2020	October 2020	C. Hall	Refreshed to ensure the strategy remains relevant and reflects the main drivers and changes in the environment. Details in the table below. The Vision has not changed

Page number	Details of Change
Page 5	Additional paragraph referencing Covid-19 , BAME staff and Black Lives Matter
Page 6	NWAS 'our work' – figures updated
Page 7	Additional item re: Covid-19
Page 11	To be updated with new values in October 2020
Page 12	Integrated clinical contact centre – tense changed to past 'we have'
Page 13	Reference to NHS111 First added
Page 13	PTS reference to new processes due to Covid-19
Page 15	The population – reference to Covid-19 added
Page 15	National drivers – reference to Covid-19, ACCE promises and Black Lives Matter,
	and key themes identified
Page 15	Additional paragraph relating to impact of Covid-19 on planning and impact on
	BAME staff and patients
Page 15	Service reconfiguration – reference to increase resources dedicated to
	stakeholder relationships
Page 16	Delivering our strategy – intro updated to reflect achievement in year 1 and the
	IBP updated to reflect new challenges
Page 17	Sentence re: NHS11 added to 1 st paragraph
Page 17	Paragraph 'the UEC strategy' updated to reflect planned changes to UEC strategy
Page 17	Quality – reference to planned updates to strategy and these will include staff
	testing
Page 19	Finance plan – updated to reflect impact of Covid-19
Page 20	Estates strategy – additional paragraph re: safe working and social distancing
Page 22	Patients and communities and partners – updated to past tense and added
	reference to Covid-19
Page 24	New layout for 'strategy at a glance'

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Welcome

At North West Ambulance Service (NWAS), our vision is to be the best ambulance service in the UK - but what do we mean by 'the best'?

We put patients at the heart of everything we do and we want to provide the best possible care to the people of the North West. We believe we will achieve our vision if we deliver the right care, at the right time, in the right place; every time.

This document explains our trust strategy - it shows which areas we want to concentrate on (our priorities - page 9) and how we will develop our services (page 11), all with the aim of achieving our vision.

To be the best, we recognise there are areas we will need to focus on which are priorities not only for us at NWAS, but for the NHS as a whole.

We have a central role to play in the development of urgent and emergency care in the North West. We are uniquely placed as a region-wide service, giving us an opportunity to influence and improve urgent and emergency care delivery across the whole area. The importance of this is outlined in the NHS Long Term plan which describes how the NHS will move to a new service model in which patients get better support and properly joined-up care at the right time in the optimal care setting.

Collaborating with our wider healthcare partners to develop a range of solutions and optimising opportunities to treat more patients by telephone, at scene and in community settings will help us reduce unnecessary conveyance to hospital - a better outcome for patients and the whole of the NHS system. As a key enabler of our trust vision, a specific Urgent and Emergency Care Strategy has been developed and describes in more detail how we will move towards a better integrated care model.

Another theme central to our strategy, which is also mentioned in the NHS Long Term Plan, is investment and improvements in digital. It is simply not possible to deliver the right care, at the right time, in the right place; every time in today's world without a progressive digital infrastructure. Our patients expect to be able to interact with us through email, phone, web or application and they expect us to have access to the best location software, their health record and information about past interactions with us. As such a vital enabler of the trust vision, a dedicated digital strategy has been developed which makes a commitment to pursue digital improvements for staff and patients at pace.

To be the best ambulance service in the UK we also need to support our committed, highly skilled and engaged staff to fulfil their potential. Our workforce strategy sets out how we will develop, engage and empower our staff to deliver services in the most effective and efficient way.

We have the opportunity to make NWAS a leader in shaping the future healthcare system for the North West, and an opportunity to make it an even greater place to work than it is today. It is our people who make our organisation outstanding and our patients who inspire us to continually improve, so none of this will be possible without your support and input. As such, there are parts of our strategy dedicated to our workforce development and patient involvement.

We review our strategy each year to ensure it remains up-to-date, reflecting the current environment, and adapts to the varying needs of the organisation. This is particularly relevant this year (2020/21) with the arrival of the COVID-19, its impact on our communities and staff, together with the important 'Black Lives Matter' movement and the welcome focus it placed on the support we give to our BAME friends, colleagues and patients.

We hope you enjoy reading this strategy and, more importantly, enjoy being part of our progressive and exciting future. We will endeavour to keep you up to date with progress against our plans and, as always, welcome comments and feedback. Thank you.

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Daren Mochrie QAM CHIEF EXECUTIVE



Peter White CHAIRMAN



Context

We are emergency responders, patient transport providers and NHS 111 urgent care and advice givers. Here's more about our work:



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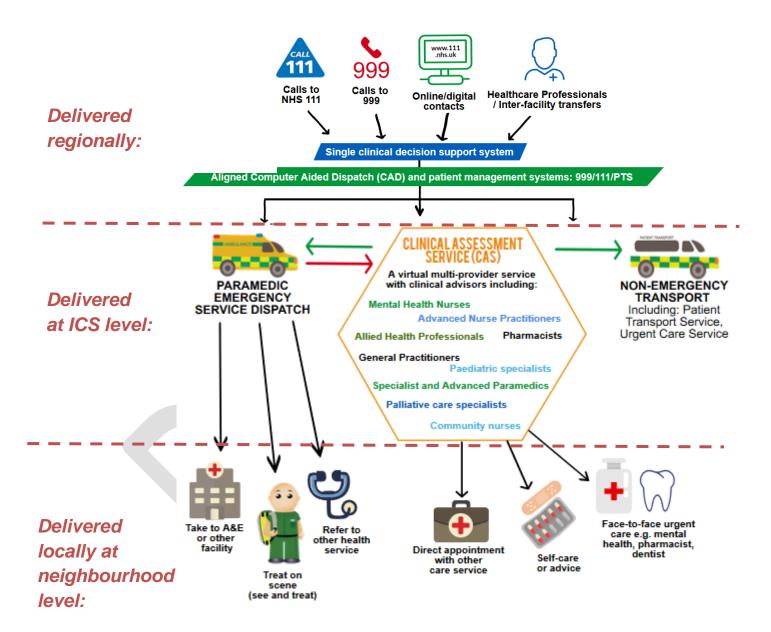
We provide care in a complex social and economic environment. Our strategy is responsive to this, ensuring our services are delivered in a way that best supports our diverse communities and contributes to the thriving economies in our region. Elements of it will be delivered regionally, while others will be tailored to a Sustainability and Transformation Partnership (STP) / Integrated Care System (ICS), or locally at a neighbourhood level.

Here's more about health and social care in the North West:



Our vision

Our vision is to be the best ambulance service in the UK by delivering the right care, at the right time, in the right place; every time.



Measuring success

Achieving our vision will mean that we will:

- Achieve the highest standards of safe, effective and patientcentred care
- Achieve all operational performance standards for 999 U&EC, NHS 111 and PTS
- Ensure care is delivered in most appropriate setting for the patient and the system, safely reducing unnecessary conveyance to the emergency department
- Provide the appropriate workforce, resources and infrastructure enabling the achievement of our priorities every time to all our patients

To achieve our vision, we'll focus on eight **priorities**:



Urgent and emergency care (integrated)

Increasing service integration and leading improvements across the healthcare system in the North West.

Quality (Right Care)

Delivering appropriate care, which is safe, effective and patient centered for each individual.



Digital

Radically improving how we meet the needs of patients and staff every time they interact with our digital services.



Business and commercial development

Develop skills and capability to explore business opportunities for current and new viable contracts, services or products.



Workforce

Engaging and empowering our leaders and staff to develop, adapt and embrace new ways of delivering the right care.



Stakeholder relationships

Building and strengthening relationships that enable us to achieve our vision.



Infrastructure

Reviewing our estates and fleet to reflect the needs of the future service model.



Environment

Committing to reduce emissions by embracing new technology including electric vehicles.

Our values

Our values form the foundation of the whole organisation, and drive us to lead by example and create the right culture and conditions for patients to receive safe care every time.

Working Together for Patients



Patients are at the heart of everything we do. Through positive teamwork, we share our knowledge, experience and expertise, providing a well-mannered, professional service which is inclusive of all communities.

Commitment to Quality of Care



We strive for excellence through being committed to quality and professionalism, providing suitable, sustainable and effective care to our patients. We welcome feedback to continually enhance and develop our service.

Respect and Dignity



We show respect and dignity to every person we have contact with, demonstrated through our honesty, trust and good manners. We take personal responsibility for our behaviour, being accountable for the impact our actions and words may have on others.

Compassion



We safeguard our patients, caring for and protecting them and acting on any concerns. We value each other and embrace our differences through listening, being supportive, sharing information and through collaborative working, knowing our diversity makes us stronger.

Everyone Counts



Compassion, kindness and empathy are essential to the care we provide to our patients.

Improving Lives



We acknowledge and learn from our mistakes to provide the best care we can.

Our services - now and in the future

Urgent and emergency care

Urgent and emergency care remains our core business. We have developed our Urgent and Emergency Care (Right Time and Right Place) Strategy which focuses on incorporating new, more integrated and flexible ways of working into our core urgent and emergency care offer.



Why?

Our 999 service (Paramedic Emergency Service) is central to our organisation. Saving lives and providing pre-hospital care gives us the opportunity to deliver the best patient care and compassion in the most stressful and demanding situations.

The Urgent and Emergency Care Strategy describes how we will ensure clinical decisions are made as early as possible in the patient journey. This will allow us to provide high quality patient centred care closer to home, in order to treat more patients, by telephone (hear and treat), at scene (see and treat), and in community settings; reducing unnecessary conveyance to hospital.

Integrated Clinical Contact Centre

As part of the Urgent and Emergency Care Strategy, we have reviewed how our contact centres are currently set up. This will enable us to provide a more integrated clinical contact centre, allowing NHS 111, GP and community services, 999, emergency departments and social care providers to work more closely together.



Why?

When a patient calls 999 or 111 their call is triaged to determine the level of response it requires. Calls are given codes based on their nature and where appropriate, certain codes are passed to the Clinical Hub. The call is then assessed and routed to the most appropriate service based on its nature. For example, if you are experiencing a mental health problem, a mental health practitioner will phone you back to conduct an assessment, if you have a medication query a pharmacist will be in touch, or if you have a chest infection then a GP may call you back. Developing the integrated clinical contact centre further will support this process of ensuring patients get the right care, at the right time, in the right place; every time.

NHS 111

We are the largest provider of NHS 111 nationally and we will continue to provide the NHS 111 service in the North West. It will develop as part of the Urgent and Emergency Care Strategy with a key role in a more integrated service model. In addition, we adapt and grow our service to deliver the national plans for NHS 111 First. This model has evolved as a result of the impact of COVID-19, and is focused on improving patient



experience of urgent care by directing people to the right service for their needs and providing booked time slots to those who need to attend an emergency department, helping to manage flow through the ED and allow for social distancing in waiting areas.

Why?

Providing the NHS 111 service places us at the centre of the national plans in relation to IUC, and the changes brought about by COVID-19.

We continue to be committed to the development of the services related to this plan including online booking, access to alternative services and reducing the number of patients who are sent to emergency departments or to 999 by signposting them to more appropriate local services. Simultaneously expanding our service to deliver the increased activity resulting from the implementation of 111 First

Patient Transport Services (PTS)

We will continue to provide PTS and where appropriate, adapting to the new processes at our hospitals resulting from COVID-19, whilst look for further opportunities across the North West to support planned, non-urgent transportation of patients.



Why?

We are the largest provider of PTS across the country and we intend to continue to deliver high quality services in line with the contract specifications. This will benefit the whole patient journey from outpatient appointments to discharges. We will also make the most of our contact with patients by sharing health information and advice, and raising concerns to other support services if necessary.

Resilience

We have effective and valid emergency and contingency plans in place at all times. These plans allow us to mitigate and respond to risks



and hazards alongside our multi-agency partners, such as the fire and rescue service.

Why?

Our Resilience Team works alongside wider NHS partners in particular, supporting and driving the NHS Emergency Preparedness, Resilience and Response (EPRR) Programme. They achieve this through close working with our health partners in the Local Health Resilience Partnership (LHRP) structures.

Our challenges and opportunities

The population

The North West has areas of great deprivation. Rates of heart and circulatory diseases and respiratory conditions are high, plus there is wide variation in the health of people across our area. The number of people living with long-term health problems is increasing, and we expect a rise in the population aged over 75 to continue; obesity and other key societal factors will also affect the level and type of demand on the service. The North West has been affected particularly badly by COVID-19 with high infection rates in several of our communities.

National drivers

There are several external strategies that influence our strategy; these include the NHS Long Term Plan; Integrated Urgent Care Service Specification; National NHS Ambulance Digital Strategy; National Ambulance Commissioning Strategy; Carter Report and the People Plan. And now the response to the COVID-19 and the Black Lives Matter movement including the 'Promises' from the Association of Ambulance Chief Execs (AACE)

Key themes from these national drivers are increased use of technology; greater integration and interoperability; safe care closer to home; flexible workforce; efficiency and effectiveness; Test, track and trace; safe working; infection prevention and control; inclusivity and equality. The Long Term Plan in particular builds on increased integration with the further development of STPs and ICSs, with an element focused on expanding and reforming urgent and emergency care services.

It also places emphasis on the need to prevent people becoming ill in the first place, by helping them to make healthier lifestyle choices and treating avoidable illness early on. It highlights how maximising the opportunities that patient contact and hospital admissions bring can help people to improve their health - this is where the ambulance service has an important role to play.

The requirements arising from the impact of COVID-19 have affected the planning at trust and ICS level. The challenge is to balance increases in all activity (urgent and emergency care, elective and planned) from the low levels seen at the height of the pandemic, whilst ensuring all our staff and patients are safe. The virus has had a disproportion impact on the BAME community, and this combined with the Black Lives Matter movement, brought to the forefront the provisions for representation of the local community in our workforce and leaders within the trust.

Service reconfiguration

Due to the size and complexity of the area we cover, there are a large number of planned service changes under each of the Sustainability and Transformation Partnerships (STPs) / Integrated Care Services (ICSs). These are at varied stages of development which presents unique challenges and opportunities. We have increased our resources dedicated to stakeholder relationships to ensure we have 'a place at the table' and can influence these plans.

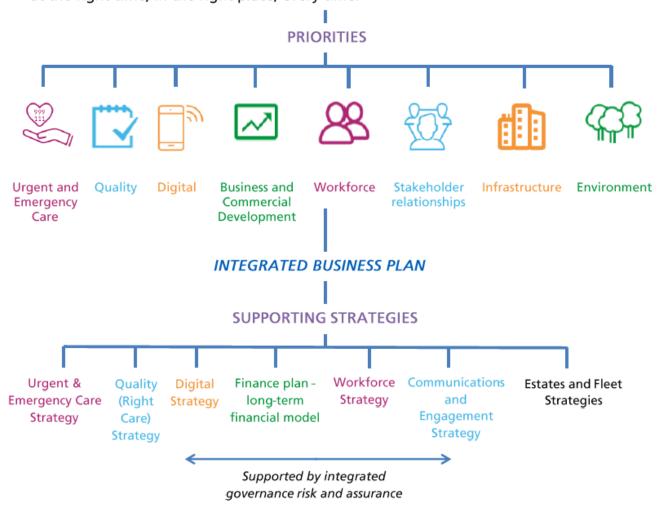
Delivering our strategy

The plan for the delivery of this strategy is described in detail in our Integrated Business Plan (IBP), which was developed with input from all departments of the organisation and brings together a number of supporting strategies. The plan was updated to reflect the achievements in year one of the five year plan and to reflect the new challenges encountered. It details how we will achieve the vision, setting milestones to reach each year in order to stay on track.

The diagram below shows the multiple supporting strategies which contribute to the priority areas.

North West Ambulance Service Strategy

Our vision is to be the best ambulance service in the UK by delivering the right care, at the right time, in the right place; every time.



Urgent and Emergency Care (Right Time and Right Place) Strategy

Core to the Urgent and Emergency Care (UEC) Strategy is our ambition to move to a more integrated service model, with closer working for PES, NHS 111 and PTS. The introduction of 111 First reinforces the need for this integrated model

This will enable us to meet our primary objective: to ensure that patients with serious or lifethreatening emergency needs receive timely, high quality care, to maximise their chances of survival and recovery.

We recognise that we are ideally placed to provide care closer to home, treating patients by telephone, at scene, and in community settings; thereby reducing unnecessary conveyance to hospital. We will work with the wider healthcare system to develop integrated urgent and emergency care solutions to ensure emergency resources are used effectively and able to provide a timely response; every time.

The UEC Strategy covers the following main areas: emergency care, urgent and emergency care delivery, integrated response model and reducing avoidable conveyance.

Quality (Right Care) Strategy

Our Quality (Right Care) Strategy describes how we will deliver our commitment to provide the right care through the provision of care that is:

- Safe protecting our patients from avoidable harm
- Effective reducing unwarranted variation in treatment and outcomes
- Patient centred the best experience for patients and staff

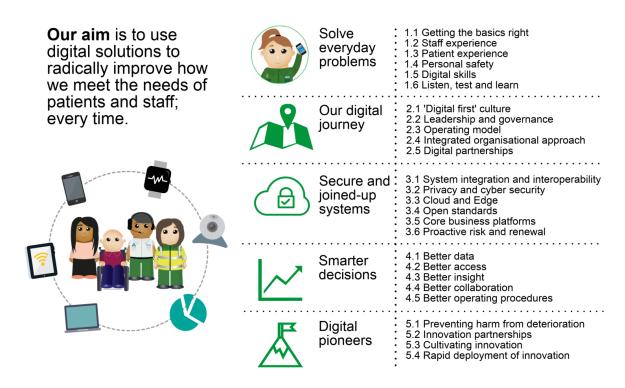
The Quality (Right Care) Strategy describes how quality improvement (QI) methodology is becoming increasingly embedded within the trust, supporting evidence-based improvements. It has a focus on developing 'pillars of quality' throughout the organisation:

- Complaints
- Incident Reporting (including Serious Incidents)
- Health, Safety & Security
- Safeguarding
- Infection Prevention & Control
- Medicines Management

The Quality Strategy will be updated to reflect the new responsibilities related to COVID-19 including, staff testing and track and trace; plus personal protective equipment (PPE) requirements.

Digital Strategy

Our Digital Strategy is key enabler to many of the other trust strategies. The digital vision is to radically improve how we meet the needs of patient and staff every time they interact with our digital services. The five year plan is focused on delivery of five strategic themes as outlined below:



Finance plan - long-term financial model

Effective financial management has always been important within the trust. Following the Government announcement of a five-year revenue budget settlement for the NHS from 2019/20 to 2023/24, alongside the publication of the NHS Long Term Plan, the trust developed a long-term financial plan that aligns with the NHS LTP and organisational strategies. However, COVID-19 again has affected this, with all financial arrangements changed to a much-simplified model. Dedicated funding ring-fenced for COVID-19 related spend was introduced. The financial and contracting arrangements are due to be review in the second half of 2020/21

Along with increases in NHS funding comes a demand for modernisation aimed at transforming services for the patients. Financial management is a fundamental building block for successful, high quality services. It is not just about recording and monitoring expenditure, having robust long term financial plans will help to: meet the challenges within the NHS LTP; understand how money is being spent and whether it is giving good value; improve productivity and efficiency; incentivise systems to work together to redesign patient care; improve how we manage demand effectively and make the best use of capital investment.

Workforce Strategy

Our staff are our greatest asset and central to our future success in providing patients with the right care, in the right place, at the right time; every time.

Our Workforce Strategy focuses on the following themes:

- 1. Develop ensuring we attract and retain staff with the right skills and values, and enable them to fulfil their potential
- 2. Engage ensuring that we create an inclusive culture, where our staff are actively engaged in shaping the future and where they feel supported and safe
- 3. Empower enabling our leaders and staff to lead with confidence, to innovate and improve services and support staff to proactively respond to change.

Our vision can only be achieved through the continued development of a highly-skilled, fully-engaged and committed workforce; led by great leaders who can inspire, motivate and nurture our talent. We recognise the need to keep our staff safe and effectively support their mental and physical wellbeing so that they can deliver effective care to others. As our workforce develops to embrace different professions and ways of working, we need to support our staff to adapt, enable multi-professional working and develop flexible careers for the future.

Communications and Engagement Strategy

The Communications and Engagement Strategy supports the trust vision by focusing on educating, influencing, engaging and building trust with the public, patients and all other stakeholders.

We aim to ensure the voices of our patients and the public are heard and acted upon through our Patient and Public Panel, which provides an agreed framework to increase engagement and involvement between North West communities and the trust.

The Communications and Engagement Strategy also incorporates stakeholder involvement - as one of the biggest ambulance services in the country we have a number of stakeholders with whom we need to have effective relationships in order to deliver our vision, such as statutory bodies, commissioners, health and social care partners particularly the Sustainability and Transformation Partnerships (STPs) / Integrated Care Systems (ICSs) in the region.

We use a wide variety of communication methods, including face-to-face, electronic, social media and digital channels to ensure messages reach stakeholders.

Estates Strategy

The Estates Strategy is principally concerned with our usage of estate infrastructure and the capital investment over the next five years to ensure we can achieve our service objectives.

Lord Carter's report on ambulance service productivity advocates the hub and spoke model due to improved quality and performance. In addition there are potential savings by reducing the estate, centralising medicines management, reducing pool vehicles, reducing backlog maintenance and reducing stock via better stock control. Therefore, the aims of the strategy are to:

- Set the direction and priorities of the estate to have fewer but larger operational sites, hence having a planned strategic development rather than an opportunity driven one
- Identify the benefits and challenges in delivering the above
- Set the factors to consider when prioritising and locating hubs and spokes
- Learn from other trusts when delivering the hub and spoke model
- Refresh our understanding of the whole of our estate, its needs and future requirements.

The estates strategy will reflect the new challenges in relation to safe working, including the ability to socially distance and regular cleaning of equipment.

Fleet Strategy

Our fleet of vehicles is perhaps the most important of our organisation's physical assets.

The vehicles are the workplace for staff, they house sophisticated pieces of medical equipment and provide a caring, clinical environment for patients.

Future fleet requirements need to be considered in our planning of future resources. The Fleet Strategy aims to support the trust vision to become the best ambulance service in the UK, by providing the right care, at the right time, in the right place; every time, by:

- Procuring a fleet that supports the operational models for PES, PTS and the Hazardous Area Response Team (HART)
- Maintaining that fleet to a high standard of safety and availability
- Efficiently and safely disposing of fleet assets at the end of their operational life

The Fleet Strategy also refers to environmental considerations and exploring the use of alternative vehicles and designs to derive financial and environmental efficiencies from the fleet e.g. embracing technology and growing our fleet of electric vehicles.

Our patients, communities, volunteers and partners

Patients and communities

As mentioned in the welcome of this strategy document, at NWAS we put patients at the heart of everything we do. It is important to us that we provide an opportunity for patients, their families and carers, to give their feedback and be involved in any future service developments.

In addition to existing patient experience feedback channels and community engagement through events, we have introduced a Patient and Public Panel (PPP) to ensure effective patient and public involvement, making sure the voices of our patients and the public are heard and acted upon.

The PPP aims to:

- Strengthen our community engagement and structured patient and public involvement.
- Create the infrastructure to enable patients/the public to become involved at a level that suits them and in their selected area(s) of interest.
- Develop a work-plan for patient and public engagement and involvement.
- Provide meaningful opportunities for patients/the public to influence service planning and delivery and to develop service improvements using co-production methodology.
- Ensure patient and public representation can act as a critical friend for the trust's business.

Volunteers

We recognise that we cannot achieve our vision by working in isolation. We are fortunate to be supported by generous volunteers who work with us to ensure North West residents get the right care, at the right time, including: 360 volunteer car drivers and 850 community first responders (CFRs).

Partners

As mentioned throughout this document, we must integrate better - as services together within NWAS, and with external health and social care partners.

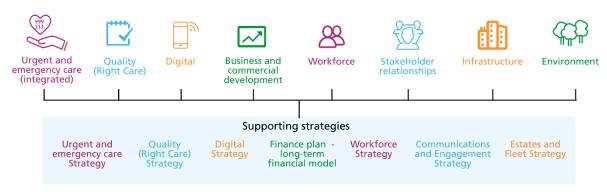
Building on the collaborative relationship with our commissioners, the local Clinical Commissioning Groups (CCGs), and other providers, we are undertaking a more structured approach to engagement and involvement with our local ICSs and continue to work together to further develop the urgent and emergency care available to the people of the North West. Close partnership working offers us the opportunity to influence and manage patient flow for unplanned and emergency care; support the delivery of planned patient care via our transport service, and ensure we are prepared the play our part in the management of any major incidents that may occur as recently demonstrated with the arrival of COVID-19.



Delivering our strategy in 2020/21

OUR VISION is to be the best ambulance service in the UK, by delivering the right care, at the right time, in the right place; every time.

STRATEGIC PRIORITIES



PROJECTS

There are many projects underway to develop our services and make them even better for patients and staff, helping us to work towards our vision. Here's an overview of current projects and how they will be progressed in 2020/21.

We need to ensure we are prepared to respond to a second wave of coronavirus and if that happens, some of these projects may be paused. In any event, we have identified three priority projects which will be our focus and will progress even if others are placed on hold.

Priority projects are marked with a star = +



URGENT AND EMERGENCY CARE (UEC) STRATEGY

Single patient management system 🌟

From October 2020, NHS 111 and the clinical hub will use a new patient management system provided by software company, Cleric. This will replace the current Adastra system.

Clinical assessment service (CAS)

The CAS is a multi-disciplinary service which directs patients to the right place for their needs. It is delivered by different providers but works seamlessly together. Clinical hub and 111 clinicians are part of the CAS currently and the NWAS input into the CAS may develop further.

Contact centre review (CCR)

This applies to all 'contact centres' – emergency operations centres (EOCs), NHS 111 and patient transport service (PTS) control. The review will look at systems we use, estates (buildings and facilities) and career development opportunities across contact centres. This project includes plans to implement a single primary triage system.

Non-emergency transport service (NETs)

Exploring options for non-emergency transport and whether there is anything that could be introduced to help relieve pressure on emergency resources. This year we will build on the developments made during the coronavirus pandemic to progress closer working between emergency and non-emergency resources.

Reducing avoidable conveyance

This project will build on the great work already being done on increasing see and treat rates where clinically appropriate. The UEC Transformation Team will work with area teams to look at care pathways, triage tools, and support ideas for improvement.

Safecheck

A national programme which will encourage the use of NHS 111 to access urgent care including, for the first time, direct booking into emergency departments (EDs).

Building better rotas

The objective is to introduce new rotas which meet organisational demand. Most service areas have already gone live with new rotas with the EOC rotas to follow.

OUALITY (RIGHT CARE) STRATEGY

The Safecheck initiative will move the current paper-based vehicle check book to an app found on the Getac devices. There will be a

number of local pilots and evaluation, with a view to trust-wide roll out.

DIGITAL STRATEGY

Electronic patient record (ePR)

ePR will transform the way clinicians work as it will enable us to work paperless at the point of care, avoiding the problems associated with paper records. A pilot is planned for Blackpool in September 2020, with a view to roll it out following this.

Unified communications programme (UCP) 🛖

We will replace the numerous systems across the trust with a single, unified telephony platform and replace existing ICT infrastructure. Training will be from August and go-live is in November.

Replacement of the e-mail system with Office 365, allowing access to new features such as Microsoft Teams.

Emergency services mobile communications programme

This is a national programme to replace the current Airwave Radio Network and its associated radio systems.

The aim is to provide a patient safety and risk management system which meets all mandatory requirements. The project is to implement and introduce the new Datix Cloud IQ system, overtaking the use of Datix Web.

WORKFORCE STRATEGY

Rotational working

Looking at how we can embrace different professions and ways of working, while supporting our staff to adapt, enable multiprofessional working and develop flexible careers for the future. We will be exploring opportunities to pilot rotational working.

ESTATES STRATEGY

Estates review

Estates will form part of the contact centre review project, looking at how we make the most of our buildings and facilities.

Hub and spoke models

Working from a central fully functioning 'hub' which acts as a reporting point for staff and vehicles located close to major hospitals, and a number of 'spokes' which are unmanned rest and welfare points.

The fleet management system is one of the areas identified in which the Northern Ambulance Alliance can work together to procure a new system to effectively manage the vehicles and associated equipment.

Find the latest information about ongoing projects on the Green Room (search 'projects')