

National Ambulance
LGBT Network



Supporting Lesbian, Gay,
Bisexual, Trans staff, patients
and communities

A partnership of UK Ambulance
Services

The Next Three Years

The National Ambulance
LGBT Network Plans for
2018 to 2021

Alistair Gunn and Kirsten Willis
3 August 2018



Introduction



There is no doubt that we have had an incredible three years establishing the National Ambulance LGBT Network.

The support we have received has been phenomenal and it has been a pleasure to see the Network, and people within it, grow and develop.

We have developed a strong brand, created a number of useful resources, set a new standard for local networks and facilitated two conferences, with a third planned this August.

We are not complacent though, and there is still more to do. A priority is to make the Network self-sustaining and opening it up so the benefits can be shared with a wider audience.

In this document we have set out our ideas and we hope you will take some time to review them and let us know your thoughts.



**Proud to wear our uniforms
and lead the Network**

As we celebrate our third birthday we would like to say a massive thank you for your continued support.

Alistair and Kirsten



Introduction



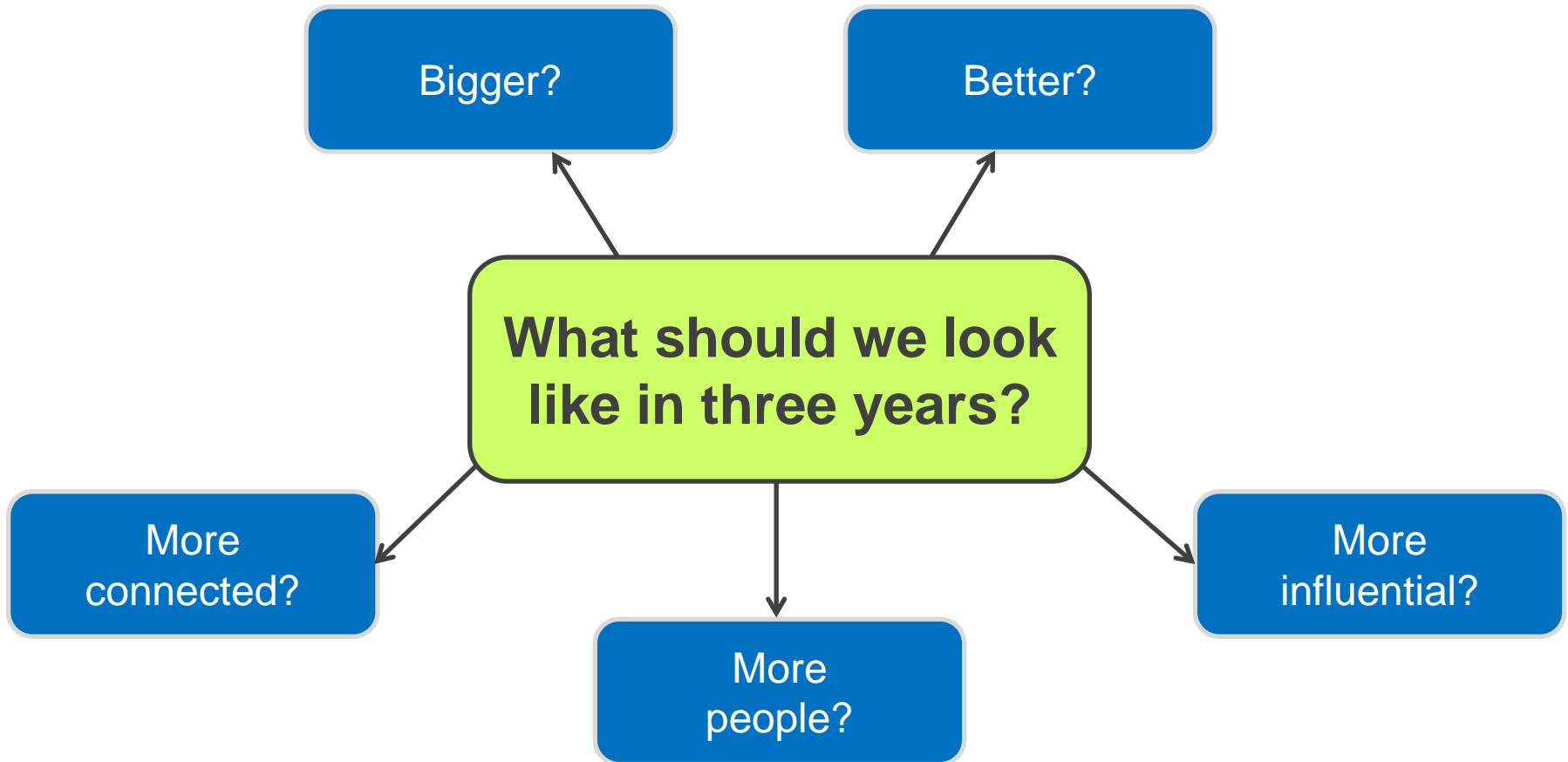
‘After climbing a great hill, one only finds that there are many more hills to climb’

1994

On 18 July 2018 Nelson Mandela would have been 100 years old



Introduction



Protecting Our Identity



We are in the process of trade marking our identity. This legal protection means we can protect the integrity of the image and stop other bodies using the logos without permission being granted

Intellectual Property Office

Certificate of Filing

Trade mark application number: UK00003328772

I certify that the attached is a true copy of an application to register a trade mark in the United Kingdom FILED ON 01/09/2018

Tim Moss
Comptroller General of Patents, Designs and Trade Marks
Intellectual Property Office
Dated: 02/08/2018

Intellectual Property Office is an operating name of the Patent Office

Intellectual Property Office

Certificate of Filing Trade mark number: UK00003328772 dated 02/08/2018

Trade mark details	
Item	Word elements
1	
2	

List of goods and services

Class	List of goods and services
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Intellectual Property Office is an operating name of the Patent Office

www.ipso.gov.uk

New Objectives



Ensuring LGBT patients receive excellent care

Supporting, developing and rewarding LGBT staff

Increasing the visibility of our services in LGBT communities

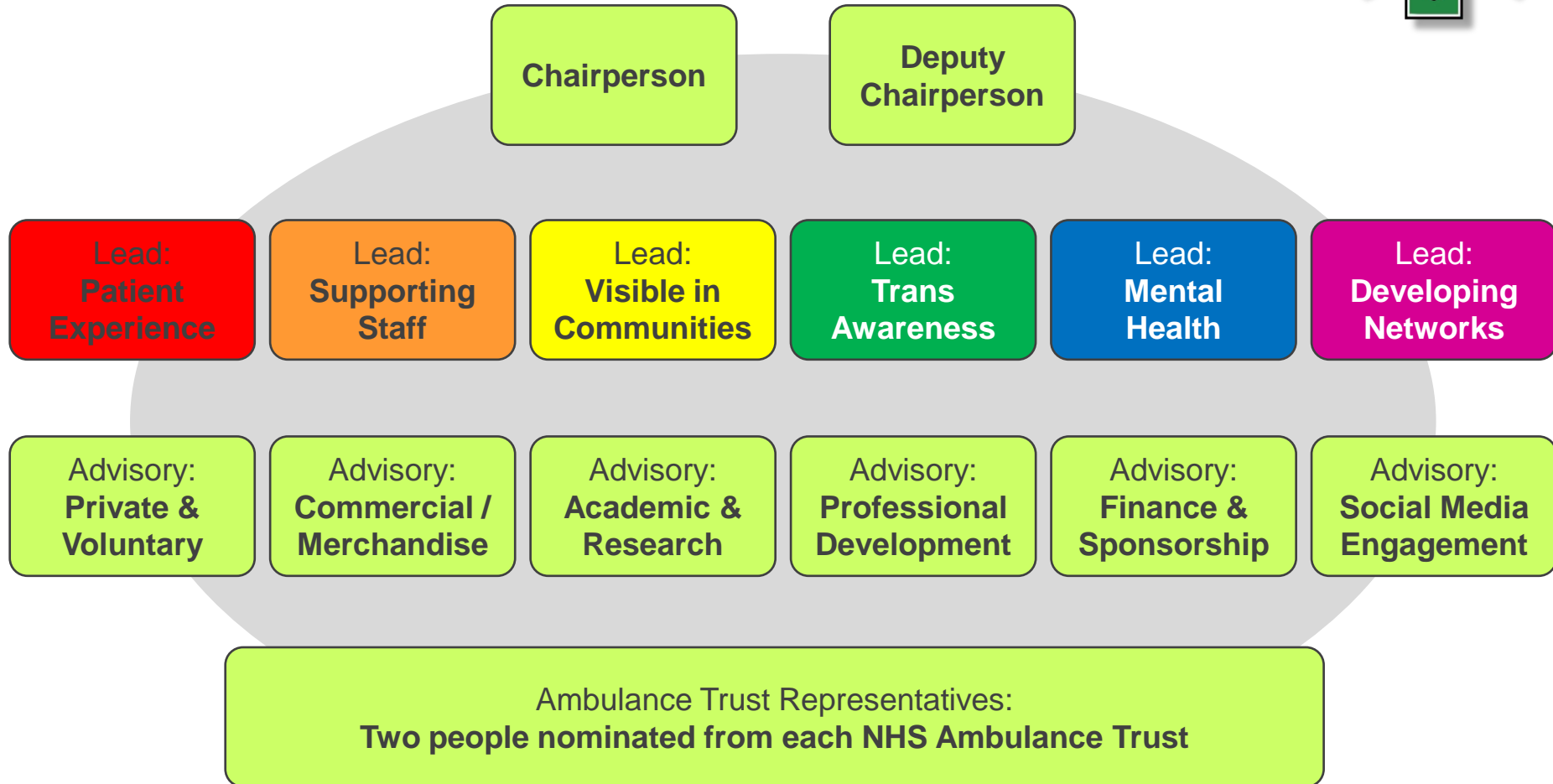
Improving awareness and support for Trans people

Promoting good mental health amongst LGBT people

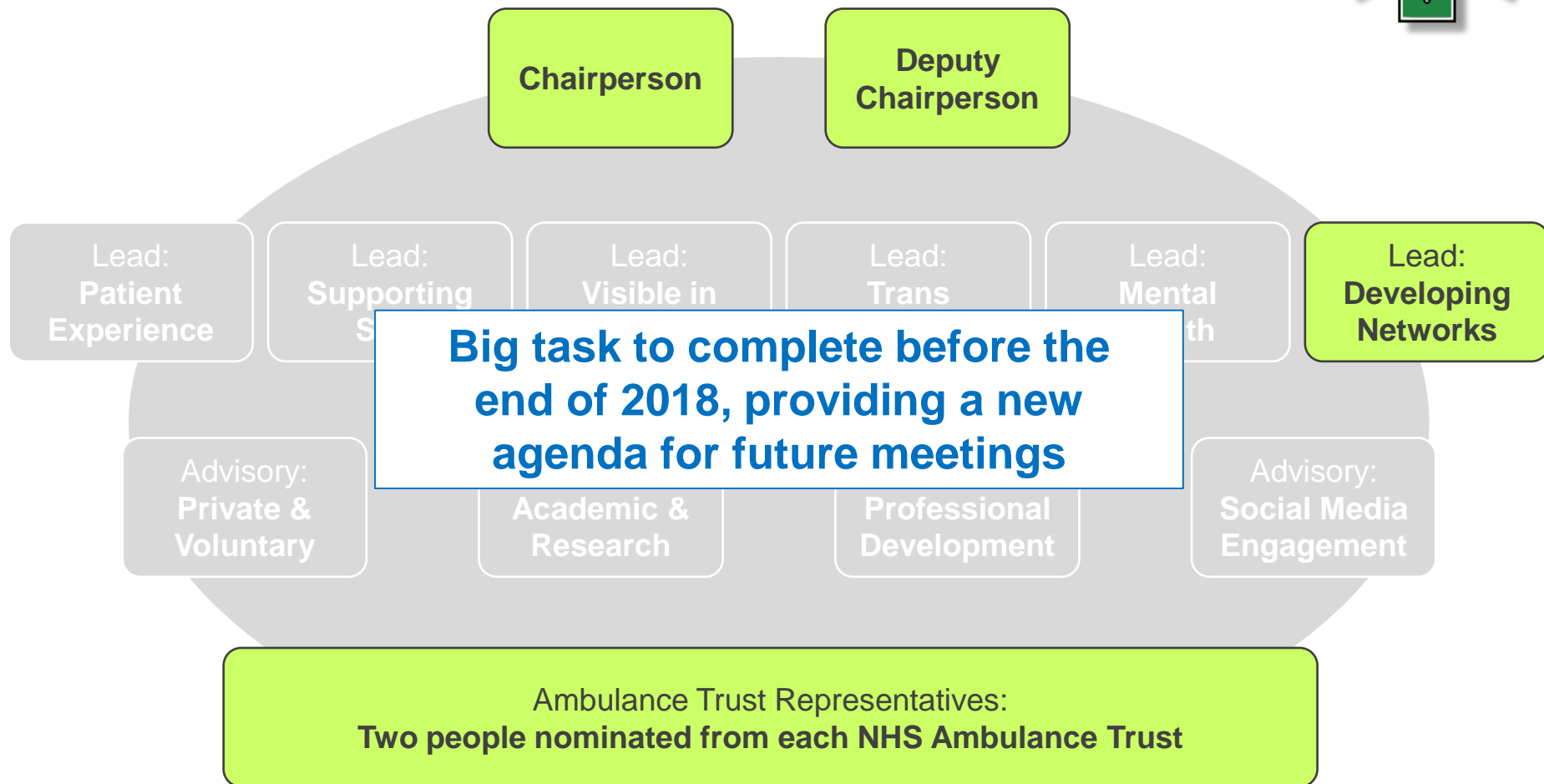
Establishing and developing LGBT staff networks



New Structure



Current Structure



Sustainable Funding Options



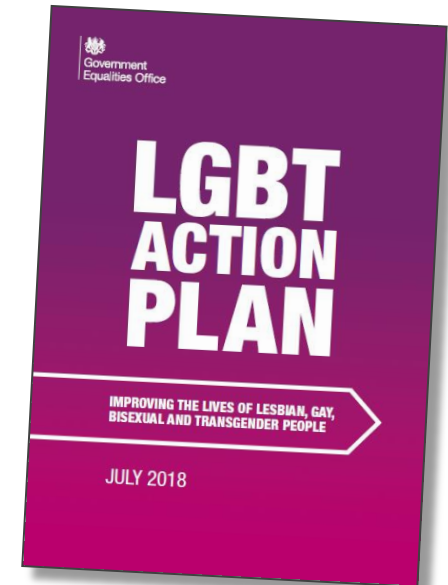
The aim is to become self-sustaining by the end of the next three years.

We are likely to continue to need support from NHS Ambulance Trusts in the short term and to help achieve particular aims, for example the annual conference.

Other options are:

- **Associate programme**
- **CPD development**
- **Merchandise**
- **Sponsorship**

We also need to be sensitive to possible grant and other funding possibilities.



The Government's LGBT Action Plan promises £4.5m of ring-fenced funding until March 2020



Associate Programme



Private and voluntary sector organisations have been asking to be involved with our Network for some time. A new type of membership would include an annual subscription.

Consultation with some providers suggests people would pay for membership if this gives them a commercial advantage for tendering with NHS services.

Suggestions include a tiered approach to membership based on size of the company or level of benefits required.

There are implications for administering this and also restricting access to areas of the website.

Benefits to private and voluntary sector organisations could be:

- Access to resources and CPD materials
- Consultation with the Network committee
- Places at the annual conference
- Preferential rates for pin badges and other merchandise

CPD Development



In future we would like to provide learning opportunities to the ambulance workforce, enabling them to provide better care. Linking this with CPD also gives this more credibility.

We have already developed a number of 'packs of information relating to LGBT and trans people.

We need to add some questions that people can answer and encourage personal reflection, all of which contribute to CPD.

Other examples are creating short video 'webinars' that people can access through the website. Revenue could come from people purchasing their certificate.

CPDme
Development for Life

At our conference this year we will be partnering with **CPDme** to ensure that delegates can access workshops they have not been able to attend.

This new venture could really expand the scope of the Network.

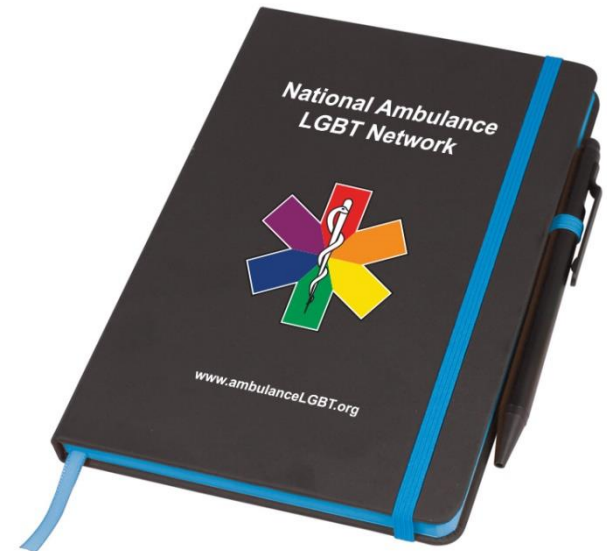


Merchandise



We can easily link merchandising to our website, but the biggest challenge will be how we arrange the postage and packing.

If people are paying, they will also expect customer service.



Development Programme



Leadership Academy

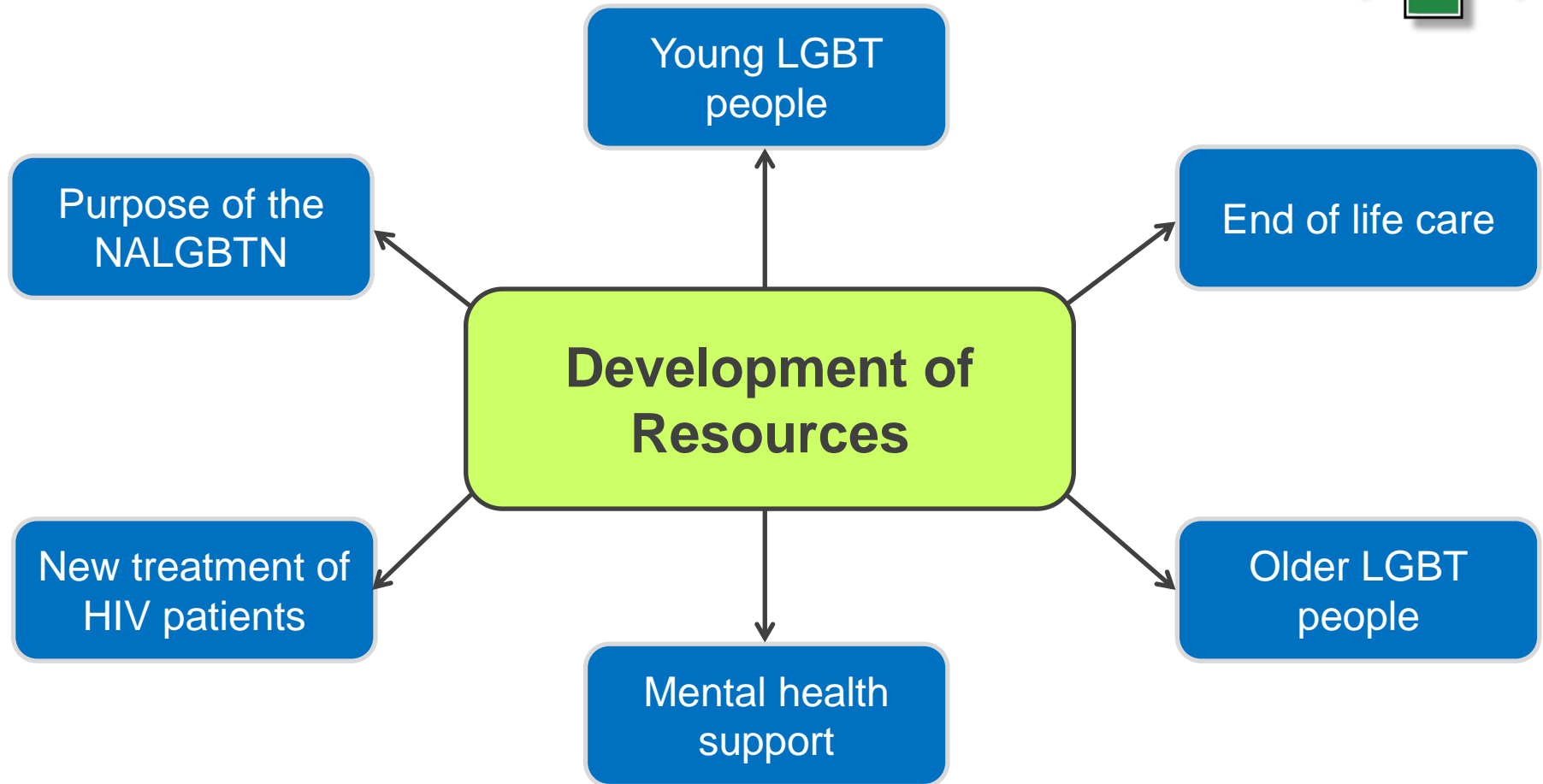
**National Ambulance
LGBT Network**



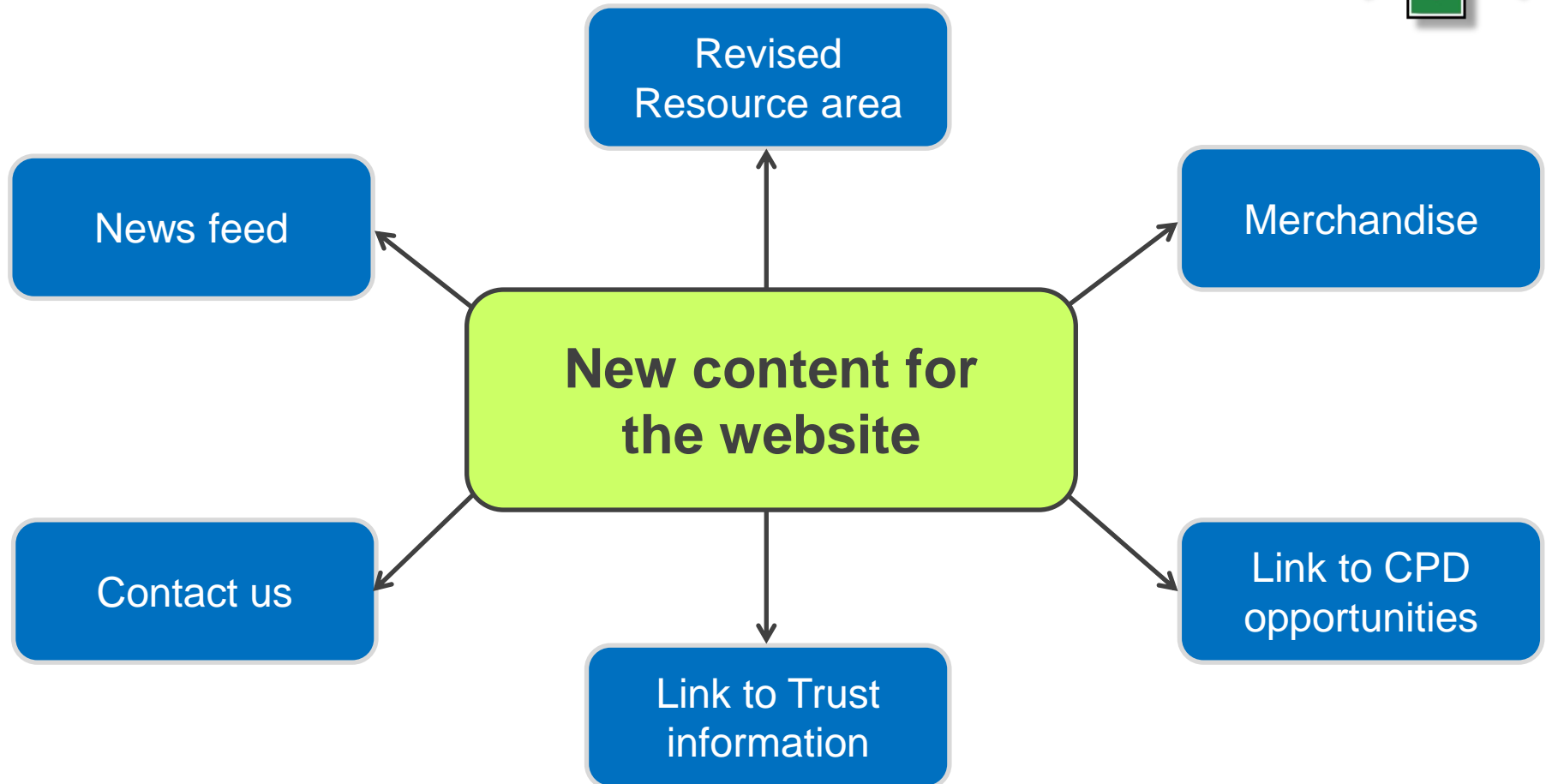
Stonewall



Project Development



Phase 2 Online Development





National Ambulance
LGBT Network

Consultation Results



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Feedback on the future plans
for the Network and changes
made as a result

Alistair Gunn and Kirsten Willis
6 October 2018



Summary



During our committee meeting on 3 August 2018 we asked committee members and invited guests to comment on the three year plan we created.

We listened to what people had to say and also collected additional feedback on some consultation forms.

During the last two months we have also had some conversations with key people about the future of the Network. This includes members of Ambulance Service senior management, representatives from the private and voluntary sector and some other supporters.

The main learning is that people are very supportive of the three year vision and that people think it is robust. Apart from some small teaks, the original plan is maintained. We do however need some further work to define how the Associate Programme and merchandising strategy will work. This is something we will be looking at as a whole committee.

There seems to be universal support for developing lead roles around the six new objectives and we are pleased to say the process of identifying these people has already begun.

Alistair and Kirsten

Feedback forms used to capture people's opinion of the new plans

What People Said...



Which elements of 'The Next Three Year' plan did you like?

- Leads for aspects of the network.
- Funding from NHS LGBT Plan.
- Buy in from CPDme.
- Proposed new structure looks appropriate and will set the Network in good stead for the next three years.
- Inclusion of private / voluntary sector in an associate capacity is the obvious next step.
- Think the idea of leads will work well and make it management for the work streams.
- Looking forward to supporting the work over the next three years.
- The diverse areas.
- The realisation that we have the potential to reach more people.
- The ability to raise revenue.
- Leads within the Network to take pressure off the Chairs.
- Defines what our work streams will be.
- Really good presentation.
- Group structure.
- Merchandising.
- CPD – courses with certificates.
- Self-sustainability.

National Ambulance LGBT Network

'The Next Three Years' Feedback

Alistair Gorn and Kirsten Willis, 1 August 2018

Please state your name

Which elements of 'The Next Three Year' plan did you like?

'The Next Three Years' Feedback – 1 August 2018

Page 1 of 3

'The Next Three Years' Feedback – 1 August 2018

Page 2 of 3

Feedback forms used to captures people's opinion of the new plans



What People Said...



Were there any parts of the presentation you didn't like?

There were no answers to this question other than 'no' or 'not applicable'.

Is there anything else you think should be factored into 'The Next Three Year' plan?

- Lead for developing Networks should also incorporate maintaining and supporting Networks.
- Engagement with Higher Education sector may provide further development opportunities.
- Marketing lead – someone to look after and deal with the merchandising.
- Having more presence in university training student paramedics.
- Ensuring LGBT patients have 'equity of care' rather than 'excellent care'? May be a combination of both?
- Links to CQC?
- Patient forum links – evidence how we are making a positive impact to service users (ie: changes in MPDS).
- Vision and values?
- The relationship with Trusts if we become a company.
- Engagement with non-NHS private companies.

Feedback forms used to captures people's opinion of the new plans



Changes Made



As a result of this consultation we made two changes to the original presentation, as follows:

- Added a new advisory role* to the structure which is 'Commercial / Merchandise'. Having consulted with partners on this, it is clear there are companies who are better places to provide the fulfilment and customer service elements of merchandising, at least in the short term. We have also identified a company willing to work with us and provide this service for no cost / at cost.
- Added a new advisory role* to the structure which is 'Finance and Sponsorship'. We identified we are currently weak in the area of sponsorship and have faced some challenges with managing finances. We are extremely grateful to Association of Ambulance Chief Executives (AACE) for holding and maintaining our finances up to now, and we would like to explore the possibility of managing our own finances and seeing if this brings new opportunities.

* Advisory roles are people who will support the Network but may not be required at every meeting. They may support the Network on a consultative basis and may not be from the main Network committee.

Feedback forms used to captures people's opinion of the new plans



Other Considerations



We also recognise that a number of concepts seem right in principle but more detail is needed to look at how they would work in reality. These are listed below and will be part of the agenda for future committee meetings:

- How the Associate Programme would work and what subscription fees would be appropriate. Having consulted with some private companies on this we need to consider this based on size of organisation or providing packages with 'tiered' benefits.
- More consideration for linking with student paramedics in higher education.
- Looking to develop a development package with partner organisations (possibly NHS Leadership Academy and Stonewall) for Network members. We need to understand the needs of people and who is best placed to provide this development. It is pleasing to report both identified organisations are open to discuss this.
- Continue to support and grow the CPD potential of the Network as this will leave a lasting legacy for ambulance services.

Feedback forms used to captures people's opinion of the new plans

