

**To:** Directors of Finance - please cascade locally within your organisations to:  
All Finance Staff  
Clinical and Managerial Leaders

Finance Skills Development (FSD) Boards  
Healthcare Financial Management Association (HFMA) Branch Committees

**cc:** NHS Leadership Academy  
Professional Accountancy Bodies

21 May 2014

Dear Colleagues

### **Future-Focused Finance: Making People Count**

We last wrote out to you on 5 February confirming our collective commitment to initiate Future-Focused Finance, which offers a vision for NHS finance to aspire to over the next five years.

Since our previous letter, Future-Focused Finance launched with a record-breaking webinar, held ten successful regional engagement events, issued its first newsletter and has established a communications hub website which already has over 700 individual user registrations.

As you will have seen and heard, Future-Focused Finance is about 'Making People Count'. That includes everyone who works in finance, in every role at every level, those we work with to deliver services and the patients and communities that use and support those services. Overwhelmingly, the range of engagement so far has been met with a high degree of enthusiasm and support for the three strategic themes and six action areas outlined within the initial thinking.

But of course, turning the ambition of Future-Focused Finance into reality needs local leadership and input so that the programme can be further shaped and brought to life within a recognisable context and in a sustainable way. Please do continue to make your views known and get involved in making it happen.

### **Some of the ways in which you can get more involved**

- *Communications Hub website:* personally register at [www.futurefocusedfinance.nhs.uk](http://www.futurefocusedfinance.nhs.uk) and encourage as many of your team and colleagues to do the same.

- *FD declaration*: join the growing number of Directors of Finance having already made and shared their personal declaration in support of Future-Focused Finance. Click on the link below to access the declaration, latest news and on-line gallery:

[http://www.futurefocusedfinance.nhs.uk/pg/cv\\_blog/97269/network?cview=113782](http://www.futurefocusedfinance.nhs.uk/pg/cv_blog/97269/network?cview=113782)

- *Run a local team workshop* with your team centred on the Future-Focused Finance strategic themes and action areas – a number of teams have already shared their experiences, materials and learning on the Communications Hub website. The Future-Focused Finance support team will shortly be releasing a DIY pack for download from the Communications Hub website, but are also available to assist and/ or offer advice should that be helpful (contact details below).
- *Value Makers*: finance and non-finance support staff, clinicians and health service users can apply to be amongst the first cohort of value makers. Being a value maker involves being an ambassador for Future-Focused Finance. It means broadening experiences and networking with like-minded people whilst helping to spread important messages and shared development. Value makers will attend occasional forums (nationally, locally and virtually) and receive tailored support with this role which may include mentoring, coaching and specific action-based learning. If you or a colleague would like to apply, click on the link below for further information. **The closing date for applications for the first cohort is 22 June 2014.** Successful applicants will be invited to attend a launch day on 18 July 2014.

[http://www.futurefocusedfinance.nhs.uk/pg/cv\\_blog/content/view/118318/network?cview=113785&cindex=0](http://www.futurefocusedfinance.nhs.uk/pg/cv_blog/content/view/118318/network?cview=113785&cindex=0)

- We will shortly be confirming the successful teams for our *Great Place to Work* pilot assessment and look forward to working with those teams over the summer before sharing the learning for all.
- *Get directly involved in one or more of the action areas* by making contact with the senior responsible officer(s):

Best Possible Value	caroline.clarke12@nhs.net
Efficient Systems and Processes	bill.shields@imperial.nhs.uk
Close Partnering	sanjay.agrawal@uhl-tr.nhs.uk
Skills and Strengths	richard.alexander@uclh.nhs.uk
Great Place to Work	cathy.kennedy@nhs.net
Foundations for Sustained Improvement	markorchard@nhs.net

In the meantime, should you wish to contact the Future-Focused Finance support team directly you can do so in one of the following ways:

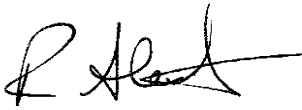
Communications Hub website: [www.futurefocusedfinance.nhs.uk](http://www.futurefocusedfinance.nhs.uk)

Twitter: @nhsFFF #FutureFocusedFinance

Email: [futurefocusedfinance@nhs.net](mailto:futurefocusedfinance@nhs.net)

Telephone David Ellcock 07734 263 314  
Sam Sherrington 07876 851 784

We look forward to continuing to work with you and your teams to deliver our transformational vision over the next few years.



**Bob Alexander**  
Director of Finance  
NHS Trust Development Authority



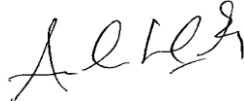
**Paul Baumann**  
Chief Financial Officer  
NHS England



**Steve Clarke**  
Finance Director  
Health Education England



**Richard Douglas**  
Health of Government Finance Profession  
Director General, Strategy, Finance and  
NHS Department of Health



**Andy Hardy**  
President  
Healthcare Financial Management  
Association



**Stephen Hay**  
Managing Director of Provider Regulation  
Monitor

MAKING PEOPLE COUNT



# FINANCE DIRECTOR DECLARATION

## I declare that I shall be:

### Showing my commitment to the aims of Future-Focused Finance by:

- leading by example through engaging with Future-Focused Finance
- demonstrating enthusiasm for its aspirations and activities
- registering on and contributing to the Future-Focused Finance communications hub
- encouraging my team to self-nominate as champions for Future-Focused Finance

### Creating space and resource for my team to participate by:

- holding a launch event with my team so that all are aware and involved
- aligning my team's agenda with the direction set out in Future-Focused Finance
- encouraging my team to engage with the Future-Focused Finance website and social media

### Sharing ideas across our Future-Focused Finance community by:

- sharing existing good practice and new initiatives
- supplying news and information
- contributing ideas for new initiatives consistent with the six action areas

### Volunteering to support delivery by:

- providing people / piloting opportunities for Future-Focused Finance projects and initiatives
- supporting individuals to offer skills / time in getting involved in local and national activities

### Taking this forward by (please insert your own ideas):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_



**We need you! Become a value maker**

Are you committed to making a difference and passionate about the power of finance in supporting the delivery of excellence in patient care?

A value maker - what's that? Well, for starters, it could be you!

**Finance and non-finance support staff, clinicians and health service users can apply to be amongst the first cohort of value makers.**

After all, Future-Focused Finance is about 'Making People Count'. That includes everyone who works in finance, in every role at every level, those we work with to deliver services and the patients and communities that use and support those services.

Being a value maker involves being an ambassador for Future-Focused Finance. It means broadening your experiences and networking with like-minded people whilst helping to spread important messages and shared development.

Value makers will attend occasional forums (nationally, locally and virtually) and receive tailored support with this role which may include mentoring, coaching and specific action-based learning.

**If you or a colleague would like to apply, keep reading.**

More than just a number - to be a value maker you must be driven, innovative, energetic, a completer finisher, able to communicate well, able to use different media and enthusiastic.

**Interested? All you need to do is submit your application to arrive by 22 June 2014 and tell us in no particular order:**

- **Why you want to be a value maker**
- **What one special skill will you bring to the role**
- **How are you going to motivate Future-Focused Finance in your health community**

Applications can be submitted using any method you wish - *the most inspiring and imaginative the better (for example, why not submit a short video blog?)* – to:

[futurefocusedfinance@nhs.net](mailto:futurefocusedfinance@nhs.net)

or, by post marked for the attention of

Sam Sherrington  
Head of Stakeholder and Cultural Transformation  
Future-Focused Finance  
NHS England (Greater Manchester)  
Fourth Floor, 3 Piccadilly Place  
London Road, Manchester M1 3BN

MAKING PEOPLE COUNT



**We need you! Become a value maker**

Applications will be assessed against the strategic themes and action areas contained within Future-Focused Finance so make sure you reference them and show your knowledge.

Successful applicants to the first cohort will be invited to attend the value makers launch day on **Friday 18 July**.

Help us shape the role of a value maker, which may include:

- Leading by example and encouraging your team to engage with Future-Focused Finance and put into practice the outputs of one or more of the action areas
- Finding ways of reconnecting everything that your finance team does with the business of healthcare delivery
- Sharing existing good practice and initiatives via the Future-Focused Finance communications hub and relevant social media (including twitter)
- Raising awareness and signposting Future-Focused Finance to wider non-finance and clinical colleagues
- Contributing directly to the “big conversations” on critical topics with national and local leaders