

# Regional Leadership for Personalised Care programme

## NORTH EAST

Bringing local leaders together  
to make a difference

**Open to teams and individuals from NHS,  
councils, and the voluntary sector (VCSE)**

### **The programme is free of charge**

**Applications are invited from teams  
from different sectors and organisations  
across a place as well as individuals.**

### **It will suit you if:**

- You want to meet the new challenge of making personalised care a reality in the NHS as set out in the Long Term Plan
- You want to ensure that services are planned and delivered based on 'what matters' to people
- You want to develop expertise in partnership working across boundaries and co-production with people and communities
- You want to do more to build community capacity.

The programme is co-delivered by national experts, many of whom have lived experience and a long history of leading change.

It consists of three online regional workshops in 2021/22:

- **Monday 4th October - Day1**
- **Tuesday 2nd November - Day2**
- **Monday 31st January - Day3**
- Plus additional webinars, dates TBC.

### **The programme will include:**

- The components of Personalised Care and what it means in your local context
- Building skills in relating and storytelling to help you make your case for change
- Collaborative leadership, host leadership and leading in complex systems
- Your collective leadership strengths and how to bring others on board
- Making co-production happen – with people on a 1-2-1 basis and with local communities
- Helping you develop your local plan for change.



**Personalised care is set out in the NHS Long Term Plan with the aim of giving people choice and control in their lives and over decisions that affect them. It is a vital tool in improving population health and reducing inequalities.**

**Personalised care means changing the clinical conversation to ensure shared decisions and co-produced care and support plans, providing self-management support to help people manage long-term conditions well and connecting people to communities and social supports through social prescribing.**

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*Fantastic. A time for reflection, thinking about my role as a leader within a complex programme of work.*

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Participant in the regional leadership programme

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*This course has given me the chance to reflect and talk to others about how to improve working within our system*

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Participant in the regional leadership programme



## Leadership for Personalised Care

Making personalised care happen calls for new types of leaders who can work across organisational boundaries, make connections and bring staff, people and communities together to drive change.

Building on the success of the national programme, we are pleased to offer this place-based programme, initially to a small number of teams in the **North East** Region.

Places are limited and there are some criteria you need to meet:

- Ideally we encourage you to bring 3-4 people with you from your 'place', representing different sectors, who can commit to all three days. You are more likely to succeed leading personalised care if you have others on the journey with you
- A place can be a Primary Care Network (PCN) or neighbourhood, a CCG or town/city, or some other geographical place that makes sense for you and your local community
- Groups must be diverse and not just drawn from the NHS – ideally including someone with lived experience, someone from the voluntary sector and someone from social care/the local authority in addition to NHS staff
- The programme would suit senior voluntary leaders, Directors and Heads of Transformation, Integration, Personalised Care, Finance or Medical Directors in CCGs, hospital trusts, PCNs or senior council leaders, including councillors.

## How to apply

To find out how to apply, or if you are not sure which region you are in, please email the **Leadership Development Team** at [england.leadership@nhs.net](mailto:england.leadership@nhs.net)

## Closing Date: 15th September

We will let you know if you've been allocated a place as soon as possible after the closing date.