

Bradford District & Craven Innovation Hub: our mandate for supporting innovation adoption

Supported by the Health Foundation

Introduction

Bradford District & Craven Health and Care Partnership hosts one of four innovation hubs funded by The Health Foundation's Adopting Innovation programme which builds the knowledge, skills, and confidence within health systems to successfully adopt and adapt proven innovations.

Our Innovation Hub aims to drive and assist systemic change by working with citizens and employees to help our partnership adopt innovations that support the delivery of our strategic priorities and address specific health and social care challenges.

The language around innovation in health can be confusing, in the Bradford District and Craven Innovation Hub we use the simple descriptions set out in [The Health Foundation's 2018 report, The Spread Challenge, which can be read on their website:](#)

"New approaches, practices, treatments, technologies and services that aim to improve health care."

Our Innovation Hub

Our hub is embedded with the Bradford District and Craven Health and Care Partnership and hosted by Bradford District Care NHS Foundation Trust. We 'act as one', with partners, staff, and local communities, to bring our shared strategic priorities to life. Where helpful, we draw in support from regional or national innovators and other partners.

Our mission

Our mission is to make it easier for health and care partners to adopt and embed innovations that reduce inequalities and improve outcomes.

Our vision

We aim to nurture a culture across all our partner organisations that encourages people to share their ideas, makes it easier for people to develop their capabilities, and helps them access support. We help our partners to identify, test, and embed innovations (from within our place and beyond) and adapt them to our local context.

By adapting proven or promising innovations to our context, we can improve health outcomes and reduce inequalities for local people.

Our approach to innovation

Our view of innovation includes new ideas, practices, objects, or inventions that, when put into action, lead to proven improvements in service value through enhanced quality, utilization, efficiency, equity of care, or a mix of these factors. Innovation can take many forms - products, services, digital technologies, processes, care models, and work approaches. Although promoting innovation adoption in the NHS can be challenging, collaborating with citizens and staff can greatly ease the process.

Our function

The Innovation Hub works to strengthen connections and community among innovators, advance shared goals, find win-win opportunities, empower people to create change, and spread learning. We aim to create conditions, throughout our health and care partnership, that facilitate adopting and sustaining innovations that benefit our population and our workforce. The Hub will bring people together, acting as a convener - making the most of the experience, expertise, and skills in our system so that we can collectively champion, connect, and support local innovation.

Our role

The Innovation Hub will organize and structure its core services to maximise our impact around three key objectives:

- **Champion** innovation adoption, demonstrate the benefits of innovation and provide guidance on implementation. Bring innovation to life through sharing stories that resonate with our values, connecting with hearts and minds. Stimulate creative thinking and nurture conditions where people feel able to experiment with new ideas and participate in adopting innovations.
- **Connect** people to information, learning, networks, and resources to support health and care innovation in Bradford District and Craven. Build a collaborative approach and a community of practice that will make it easier for everyone to access the collective knowledge and capabilities in the system.
- **Support** our people to act as one and prioritise opportunities to make the most positive change. We will be flexible with our resources, using them across the system in ways that maximise impact.

Our commitment to reducing health inequalities

Tackling health inequalities is a key priority for Bradford District and Craven Health and Care Partnership. Health inequalities are unfair and preventable disparities in health status among groups of people within a society. These inequalities stem from differences in the social and economic conditions that people are born into, grow up with, live and work in, and age within.

We work closely with the [Reducing Inequalities Alliance](#), and other partners, to take an evidence-based approach to shrinking inequalities and enhancing health outcomes and we will apply the inequalities lens to the projects we support.

Our Innovation Hub Team

The Innovation Hub Team consists of an Innovation Hub lead, an Innovation Hub Coordinator, and support from colleagues working in partner organisations across Bradford District and Craven.

Our 2023/24 Work Programme

In year one of the Innovation Hub, our programme will focus on two key areas of work.

Championing and Connecting Innovation Adoption

Starting in April 2024, the Innovation Hub will work with local and regional partners to facilitate education, networking, and learning events which will be open to all colleagues across the health and care partnership.

- Introduction to innovation in health and care courses
- Innovation adoption demonstrator events curated by the hub team to showcase proven innovations with the potential to support our local challenges
- Webinars and masterclasses on innovation adoption best practice - including interactive case studies from local, regional and national innovators
- Drop-in advice sessions for colleagues to help identify and assess innovations

This programme of activity will aim to connect, enhance, and build upon existing support and initiatives already available within the system.

Supporting Innovation Adoption

Our focus for innovation adoption is led by what matters most to people. During 2023, the 'Listen in' programme identified that access to general practice services was a widespread concern for our population, as well as significant challenge for our partnership. In response, a collaborative effort is bringing together the public, healthcare workers, and leaders to develop solutions to improve access to appropriate care. Through this work, three key challenges have been identified that warrant further attention and action:

- How might we improve people's confidence in the health system by making it easier to navigate and improving their experience of contacting primary care?
- How might we help people who come to see their GP practice with non-medical problems find the right support?
- How might we work together across Primary Care Networks to ensure more consistency in access for people in Bradford District and Craven, no matter where they live or who they are?

The Innovation Hub will wrap its support around the existing efforts to address these challenges and collaborate with partners, staff, and citizens to improve access to general practice. We will apply proven quality improvement methods to support innovation adoption, build communities of practice and learning groups to advance the work.

Our planned work in a picture



