



INCOME GENERATION GOVERNANCE AND ETHICAL FRAMEWORK

Reference No:	UHB 157	Version No:	1	Previous Trust / LHB Ref No:	N/A
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Documents to read alongside this Framework	Income Generation Strategy Companies and Commercial Enterprises (Cardiff and Vale UHB) and Commercialisation of Intellectual Property Rights Policy
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Classification of document:	Corporate
Area for Circulation:	UHB Wide
Author/Reviewee:	Head of Corporate Risk and Governance
Executive Lead:	Director of Governance
Group Consulted Via/ Committee:	N/A
Approved by:	Management Executive
Date of Approval:	February 2012
Date of Review:	February 2015
Date Published:	20 December 2012

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OUT OF DATE POLICY DOCUMENTS MUST NOT BE RELIED ON

Cardiff and Vale University Health Board

Version Number	Date of Review Approved	Date Published	Summary of Amendments
1	February 2012	20/12/2012	Not applicable – this document does not supersede any documents of the predecessor organisations.

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INCOME GENERATION GOVERNANCE AND ETHICAL FRAMEWORK

1. INTRODUCTION

The Cardiff and Vale University Health Board (the UHB) wishes to maximise any income generation opportunities which compliment the delivery of its vision, values and objectives. If the UHB is to maximise this potential it is essential that there is a clear governance and ethical framework for employees to work within.

“Income generation” includes:-

- activities, services or products which are provided to organisations or individuals within or outside the National Health Service (NHS) and for which it is permitted to make a charge (excluding routine commissioning of activity)
- Commercial sponsorship
- Exploitation of intellectual property
- Advertising opportunities
- Promotion of an organisation or individual in return for payment/ sponsorship e.g. naming of a facility.

This definition includes the opportunity to receive goods, materials or benefits in lieu of a cash payment e.g. access to free leaflets, staff discount schemes.

2. VISION AND VALUES

Cardiff and Vale University Health Board (UHB) will be the flagship UHB in Wales, with an international reputation for excellence and innovation. Our skilled and committed staff will provide safe, high quality care, at the right time, in the right place.

We will work with partners and with communities to support the people of Cardiff and Vale in improving their own health and well-being.

We will build a shared sense of pride and purpose in our health services.

3. PRINCIPLES FOR INCOME GENERATION

3.1 All income generation must uphold the core values of the UHB and the NHS.

3.2 All income generation must be consistent with the core objective of the UHB to be a Public Health practising organisation.

- 3.3 All income generation must be consistent with the responsibilities of the UHB to be to support sustainability within the local community and in accordance with Welsh Government policy.
- 3.4 Income will not be generated from external organisations, bodies or individuals who have goals or values in conflict with those of the NHS.
- 3.5 Care will be taken when considering advertising and sponsorship from companies in competition with goods and services provided by the NHS.
- 3.6 Income should not be generated from organisations or charities that could directly impact upon the fundraising ability of the UHB charity
- 3.7 No income will be accepted that could bring the UHB or NHS into disrepute.
- 3.8 Income will not be accepted from organisations that promote as a **substantial part of their business:-**
- Products or services associated with unhealthy lifestyles e.g. junk food
 - Private health services
 - Private nursing or healthcare
 - Medico-legal/Personal Injury services
 - Tobacco
 - Alcohol
 - Pornography or other material that could be considered “poor taste”
 - Gambling
 - Breast milk substitutes, feeding bottles, teats or dummies
 - Personal or partisan views of the NHS
 - Other products which could contradict Welsh Government policy as issued from time to time.

4. DEVELOPMENT OF POLICY TO SUPPORT FRAMEWORK

The Governance Directorate is in the process of developing a policy to support this framework. This will specify the arrangements for the implementation of the framework. It is proposed that the policy is approved and monitored by the Strategic Planning and Performance Committee on behalf of the Board. The policy will include the recommendation that a small panel agrees all new income generation opportunities thereby providing assurance that the standards outlined within this framework are upheld. It is suggested that the membership be drawn from Innovation and Improvement, Public Health, Communications and Patient Experience.

This outline Framework was approved by the Management Executive in February 2012.

Alison Gerrard
Director of Governance