

## Turning words into actions

Dennis Kentrop, Managing Director, DSFS

They say actions speak louder than words and I've been hearing that loud and clear from some of my DSFS colleagues over the last few weeks. It's almost a year since our subsidiary went 'live' and whilst there's been time for a 'cooling-off' period - and for people to feel more settled - it's obvious that they also want to see some of the different dynamics we promised. And although I completely understand why everyone wants to see (not just hear about) progress, I think it's equally important to keep sharing information through communications like this blog, our DSFS Dispatch newsletter, the post-board team briefings we're going to start hosting and much more.

I know that some of the feedback I have received lately stems from a little disappointment in the pace of some of the changes we want to make, including plans to develop the DSFS brand. A strong commercial brand will help us to create instant recognition, build trust with our customers, should inspire us as a team and will contribute to our confident and professional approach. Having a new branded uniform, to show the partnership between the Trust and DSFS, is something I wanted to see in place by the end of 2019. A combination of factors has prevented this from happening and we've not managed it too well, so I appreciate the frustration. Take my word that it's still happening, the DSFS Board and I see it as a 'must-do'.

So although uniforms are a concern in the DSFS 'world', it's worth remembering how far we've come since March 31 2019. We've introduced the role of Employee Assistant Directors who work with the DSFS Board to make sure you're listened to - and that your views are taken into account when decisions are made, or plans and proposals are considered. I'd encourage everyone to make more of what they have to offer, pop along to a drop-in session, talk through your ideas for DSFS and its plans. It's a great way to get involved in our future.

We also put an attendance bonus in place, to recognise and reward 100% attendance at work every six-months, with an additional payment for a full 100% attendance over the year. It's due for review in April and it would be really good to hear your views about how it's working. We've now got an Improvement Group established, to focus on transforming what we do and how we work through new initiatives and change - making the most of the skills of our colleagues honed through programmes like QSIR. I really want any member of the DSFS team to feel they'll have our support to bring ideas to life, and we've got the Trust's Royal Academy of Improvement to link up with as well - to support trust-wide projects and initiatives.

Our subsidiary is also at the forefront of capital builds - you'll have seen the DSFS hoardings across the hospital 'advertising' investment that's enhancing both patient and staff experience. The multi-faith room, maternity entrance development, ward refurbishments and main entrance pharmacy are a handful of examples that show how DSFS is making a difference. We've also developed retail offers with our outlets Retreat@theRoyal and Stacked giving staff, patients and visitors more choice of eateries on site. We've got 24-hour hot vending in the pipeline and of course we'll be an integral part of the Urgent Care Village Development - a £24 million pound, three-year scheme that will change the face of front-end patient care and treatment. Our IT teams are steaming ahead with innovations like E-Obs and the Patient Hub and they're also looking for ways that digital technology can support you, helping to make your role and the work you do easier and more efficient. And of course, everything we do is underpinned with best practice procurement and finance. These are really exciting times for DSFS and all of you are contributing to our success!

My reflections today are that we've not got it quite right yet, but we've not got it all wrong either. Deliberating on what I've written here, things have been happening and we should celebrate that - along with making other things work in better ways. You can make that happen. Get involved with our 'Chatbox' sessions, it's a new way of talking through the staff survey results and will start this month, when the results are revealed. Look out for details from your line manager or talk to me about it when I'm out and about and 'back to the floor'.

Finishing my very first blog as I started, we all have an opportunity to turn words into actions - and we will, I'm sure, bring more of the changes and improvements we all want to see for our company and each other.