

Sally Bassett (she-her)
RCN Council Election 2026 – South East seat
This candidate has been nominated by two members and has been verified as eligible to stand in this election

LinkedIn: [linkedin.com/in/dr-sally-bassett-rn-dnurs-msc-lond-msc-oxon-fhea-234bab7](https://www.linkedin.com/in/dr-sally-bassett-rn-dnurs-msc-lond-msc-oxon-fhea-234bab7)

Instagram: @sallybassettrcnsecouncil

X: @teamallsorts

Email: sally@bassetthome.co.uk

Qualities, skills and experience

During my career, I have gained extensive experience in managing, leading, and governing teams, services, and investigations. I have served on committees within the NHS, for example, as vice chair of the Research Ethics Committee and as an independent member of the Governing Body of a PCT; these roles involved scrutinising and evaluating evidence. I established the Clinical Governance Support Unit in a large University Hospital to ensure that care quality was being led and developed in line with best clinical practice and organisational policies.

As a director and clinical advisor in the Forensics practice, I gained experience investigating, assessing, and reporting on how well Boards led care quality and financial management. I have a good understanding of the difference between gaining assurance and being given reassurance that services are well led and well governed.

Within the RCN, I have chaired the Nurses in Management and Leadership Forum and the former Forum Chairs Committee. I have served on the RCN Council since 2025, and in that role, I provided governance oversight of RCNi and its integration into RCN plans. I also serve on the RCN Governance Committee. I have shared my insights on Good Governance and explained how the RCN Council governs in a recent blog for members. I'm considered to provide balanced support and challenge to undertake effective analysis, as well

as to scrutinise data reports, to contribute to the council's effective leadership of the college on behalf of its members.

Why should members elect you?

I have been proud to represent the Southeast Region on Council since January 2025. As one of the largest regions, our voice counts. I promised members I would work collaboratively and inclusively, be accessible and accountable, be an advocate for improvements for members and the profession, and make my voice heard on your behalf. The challenges for nursing teams in the NHS and the Independent are always at the front of my mind, whether that be on pay, student placements, recruitment of newly registered nurses, the demands of securing safe staffing, corridor care or the respect owed to internationally educated nurses. Council must govern in line with its Royal Charter, ensuring it is financially stable and strong enough to influence the Government and Regulator to meet the needs of the public and the profession. I use all my experience as a nurse, manager, educator and leader to balance challenge and support, use evidence, and hold ourselves and others to account to serve members, safeguard patient care, and promote our amazing profession. One way I stay in touch with members and seek your views is by joining Branch and Regional meetings and regularly writing blogs. I have contributed to all Council and Regional Board meetings, Congress and the AGM. I have shared my experiences and explained the Council's work and why it's so important for members to contribute their views to influence the future of nursing. I remain committed to ensuring the Southeast voice is a strong one at the table.

Nursing career

Dates	Job title and workplace	Main achievements
2018 – Present	Senior Lecturer and Health Consultant – Oxford Brookes University	Successfully led the MSc in Professional Development and a portfolio of post-graduate modules and programme design for UK and international students. Student MSc completion rates and the number of merits and distinctions have increased over the last three years. Excellent student satisfaction feedback has been received for my teaching of the module. I am collaborating with the School of Nursing to host a student leadership conference in autumn 2026.
2018 - 2024	Nursing Doctoral Student at Oxford Brookes University	Successful completion and Award of a Doctorate in Nursing, examining the perceptions of Successful Executive Nurse Leadership. My research findings have been used to revise the NHS England Leadership Guidance for executive nurses and to design a masterclass series for them. The research was used to draft the RCN guidance on the Definition of Nursing (2024). I published articles in the Journal of Advanced Nursing.
2017 -2018	Chief Nurse, Reporting to Managing Director – Marie Stopes International	Led on addressing professional and clinical pathway and practice improvements to meet NMC, CQC regulatory and

		contractual system requirements. As the CQC Nominated Individual provided corporate leadership to improving care quality and regulatory compliance.
2017	Acting UK Managing Director - Marie Stopes International	• Reported to the International Chief Executive, tasked with stabilising the organisation during operational and clinical quality crises whilst a new MD was identified to lead the long-term financial recovery and restructuring of the new organisational model. As the director for IPC, Safeguarding and CQC Nominated Individual provided corporate leadership to improving care quality and regulatory compliance. • Created and led the programme of work to reinvigorate professional pride and workforce standards, improve clinical standards and the profile of nursing and midwifery within the business, including safe staffing guidance, IPC and safeguarding standards, addressing medicines management standards, training and development of the systems to care for deteriorating patients. Achieved successful abstract submission for a National RCN Education and Practice Conference • Led the improved

		performance of clinical governance committees, integrating the NMC Code and reflective practice into the governance processes. • Led the clinical improvement team to address the requirements of two CQC Patient Safety warning notices and breaches in regulatory licence.
2016 - 2017	Interim Management Consulting - London Northwest University Healthcare NHS Trust	• Independent client consulting including acute hospital workforce redesign as part Whole Hospital Redesign Programme with Foureyes Consulting and Frailty Pathway improvement.
2010 - 2016	Director and Clinical Advisor, Health Quality Team – Forensics Practice in PricewaterhouseCoopers (PwC)	• Successfully supported client quality turnaround and merger projects. • Designed a risk-based job evaluation methodology to achieve safe staffing levels and secure sustainable acute nursing workforce costs, monitoring clinical risk impact of reduction through information clinical outcomes. • Lead clinical investigator on several high-profile iconic investigations into significant healthcare failures including Mid Staffordshire, and Winterbourne View, contributing to national policy reforms of care regulation and provider reorganisation to improve care quality.

		• Led the design and governance of evidence collection to inform The Keogh Report which contributed to triggering a restructure and formation of the current care regulator. • Led the assessment of Board leadership capacity, capability, and alignment for the organisations approach to quality and clinical governance systems in distressed and high performing organisations in the acute and community sector. Led the design and delivery of CQC improvement plans, and the related development of supporting governance processes, systems and development of Board and senior leadership teams. • Designed and led crisis response team for a Non-Government Organisations. • Clinical advisor and advisory lead for stakeholder relationships to a Middle East Government Health Ministry for the epidemiology data analytics to inform the systems, policies and procedures required to address a MERS outbreak. • Led the early development of surge workforce for the WHO responding to the Ebola crisis. • Clinical advisor and facilitator
--	--	--

		to systems redesign and transformation work programmes. • Led the global talent work stream on an internal project to establish the Global Crisis Centre as part of PwC 2020 priorities, which included the command centre capability and the design of the Crisis Mindset learning pathway and training module. • Leader of the Forensics Coaching Practice tasked with developing and delivering a strategy to create a culture of coaching to 600 people. Within 18 months Forensics was acknowledged as leading the way within the “Deals” business. Business revenue grew by 250 million in this period.
2008 - 2010	Deputy Chief Nurse - East of England Strategic Health Authority (SHA) Cambridge	• As the clinical professional lead, collaborated with the Chief Nurse to provide strategic leadership to multi-professional teams across the SHA. • Specific leadership in developing professional standards and innovation. • Led the translation of strategic aims and objectives of the SHA to inform the development of professional nursing services to meet ongoing government policy changes, turning those

		objectives into change plans and providing clinical leadership to drive their implementation: • Enabled an increase in the number of nurse prescribers through increased access to education and supervision of trainees. • Generated extensive professional involvement resulting in the most submissions of improvement innovation nominations across all the SHA's. • Led the national Care Quality Commission collaborative project to publish best practice guidance to support regulatory inspection and care quality improvement. A complex project requiring strong leadership and political awareness, the value and impact of the project was formally recognised by the regulator
2007 - 2010	Clinical Advisor - PricewaterhouseCoopers (PwC)	• Provided clinical and professional advice to the Forensic Health Practice, including the independent review of the events at Mid Staffordshire Hospital and clinical, risk and quality advice to private equity acquisition of Learning Disabilities and Care Home providers. • Secured substantive position based on interim

		performance.
--	--	--------------

RCN involvement

Dates (years)	Details	Main achievements
2024	Branch Treasurer - Oxfordshire Branch	- I am the treasurer of the Oxford Branch and have been an active member for many years. - I have been active on social media, networks and ward walkabouts in the <i>Get the Vote Out campaign</i> – is 5.5% enough pay consultation. - I have been active in student nurse recruitment, hosting stands, supporting the picket line and hosting Branch Learning Events at Congress.
2023	RCN Award of Merit	I have been recognised for my leadership of the thirty-five professional forums by raising the profile and impact of the forums within the College, leading the forum contribution to the independent governance reviews and at Congress.
2019- 2024	RCN Congress	- I initiated and led the Forum World Café event, which has now become an established Congress event. - I proposed the all-forum resolution asking the Council to lobby the Government to 'Protect the Title Nurse'. Congress overwhelmingly carried This resolution. - Facilitated and led over ten highly successful Learning and Well-Being events, including using the new definition of nursing. - A regular podium contributor to resolutions and matters for discussion.

2020 -2023	Chair - Forum Chairs Committee	- I was the chair of The Forum Chairs Committee and a member of the Forum Governance Group. During this time, I led collaborative forum projects and member contributions to clinical supervision; protect the 'Title Nurse'; the Forum Governance Review; the RCN governance reviews including the Carr and KPMG reports; The Professional Framework Partnership Board including member lead for the refresh of the definition of nursing and nursing principles. - As a member, I contributed to the Professional Nurse Advocate standards and a contributor to the Nursing Matters Podcast. I led the publication of the RCN literature review in the Journal of Advanced Nursing 'Barriers to Overcoming the Barriers': A scoping review exploring 30 years of clinical supervision literature. http://doi.org/10.1111/jan.15283
2017 - 2023	Chair - Nurses in Management and Leadership Forum	- I have been a member of several forums, a steering committee member, and chair of the Nurses in Management and Leadership Forum. I established the forum's profile and impact within the College and its support to members, including hosting webinars, workshops, and the inaugural Leading for Inclusion Conference. - Regularly provided nursing journalists expert forum advice on management and leadership topics. - Established a social media presence for the forum, including the forum home page, and saw its membership increase yearly.
2016 - 2023	Nurses in	I stepped forward to lead the steering

	Management and Leadership Forum steering committee member	committee during a turbulent time, ensuring member representation at Congress, recruitment to the steering committee vacancies, and establishing a member-led work programme.
1979 - Present	RCN member	• I am an active participant in Congress, leading multiple collaborative learning events, presenting and supporting resolutions and matters for discussion • I represented the RCN at various national events; in reflection of the values of the RCN that I demonstrate, I attended the Kings Garden Party as a College Ambassador. • I was a student activist and steward in the early 1980s, participating in pay campaigns and demonstrations and serving as a student Congress representative.

Other relevant experience

Here you may like to include details of other (non-RCN) committee/board experience:

I have previously been a school governor, vice chair of the research ethics committee, a local councillor candidate and a held a quality and standards role in a commercial personal development organisation. These experiences and my NHS, corporate and independent sector experience have equipped me with a good understanding of committee work in a commercial and public sector environment and the governance difference between being reassured and assured in respect of executive delivery of the agreed strategic and operational plans.

Director of Nursing in a Joint Primary Care Trust (PCT)

A non-executive Clinical Commissioning Group (CCG) director, the Independent Nurse Role.

A School Governor

A Vice Chair of a Research Ethics Committee

Additional Information with respect to my career achievements

Led the team that won the PwC Deals Business Global Innovation Award 2013

Published article series in Nursing Management; Corporate Governance and Accountability in the NHS 2013, 2020
Honorary Lecturer Sheffield Hallam University (2006 to 2018),
PRINCE Project Management Practitioner (2002)
Professional Diploma in Coaching and Mentoring (2000)
Winner of the Trusts Leadership Development innovation for the development of coaching programmes (2000)
Awarded Investor in People following turnaround of Clinical Effectiveness Service performance (1999)
Winner of the Association of Human Resource Management Award for innovation in People Development (1995)