

RCN Forum Nurses in Management and Leadership Forum Annual Report 2020

Introduction

This report presents the work of the Nurses in Management Leadership Forum (NMLF) for 2020.

This has been a very challenging year for everyone. Our members along with all other health and social care professionals have done their very best to care for and serve patients and their families under difficult circumstances and we pay tribute to them.

The steering committees work has naturally been impacted by the pandemic but despite this, the committee has been able to serve its membership well as this report demonstrates. As the chair I wish to give my personal thanks to the steering committee for their determination and personal commitment to serving our members.

We welcomed three new members to the committee in January 2020: Angela Sealy, Paul Jebb and Craig Davidson. We held a strategy day in February where we reflected on the committee's successes of 2019 and the development opportunities that lay before us. As a new committee we agreed that in accordance with our terms of reference that as a Forum we existed to:

- Formulate thinking and responses relating to current healthcare challenges
- Interpret information to influence practice and care delivery
- Be a conduit for management and leadership information to our members
- Influence and challenge professional thinking relating to management and leadership policy development
- Recognise and advance the capabilities and potential of our members to deliver excellent leadership and management
- Connect forum members and encourage engagement across all networks

Our aim was to

- Support members in recognising and developing their capabilities to demonstrate leadership qualities regardless of their position
- Connect forum members and encourage collective engagement to share information to unlock their capabilities

As a committee we believe our role is to work on behalf of our Forum Membership and collaborate with other Professional Forums to have an informed viewpoint on the contemporary challenges in leadership and management. We see that our expertise comes from our practice areas, professional experience and through sharing our members experiences. We agreed as a committee to focus our efforts in 2020 on two priority areas:

- Equality, inclusion and diversity
- Emerging leaders whether new into post or developing as leaders

The current Public Health emergency means that our work could only be delivered through social media platforms. Our aim was to have an active presence on Twitter and Facebook, contributing to the debates in our priority areas through blogs, articles, podcasts, and webinars. We aimed to produce a resource pack to support emerging leaders as a continuation of the work that we have presented at our Congress Fringe events in 2018 and 2019. This report presents the work of the committee for 2020.

Membership of the Forum

The Forum membership increased from 11,863 in 2019 to 12,226 members. Of this, the number of first choice members grew from 4,701 to 5,043

Committee membership

At the time of writing this report the committee membership is seven. We are sad to lose three committee members; Helen Stanley; Vinice Thomas; & Kate Wells-McCulloch who have either resigned or stood down at the end of their terms of office. We are sincerely grateful for their contribution to the steering committee and thank them on behalf of the membership for all that they have done.

We will be joined by three new members in January and look forward to working with them on the steering committee in 2021.

Committee Meetings

A total of nine committee meetings were convened during the year. Committee meetings have continued throughout the COVID-19 pandemic with committee members meeting virtually since March 2020. A number of these meetings were not quorate, but no decisions were taken without full committee consultation.

Achievements in 2020

Progress and delivery of the committee projects and member engagement activities are as follows.

Emerging Leaders

The focus of this workstream is to promote the identity and confidence of developing leaders to assume leadership positions across the nursing family, particularly relevant in light of the revised NMC (2018) *Future Nurse: Standards of proficiency for registered nurses* and the focus on leadership and leading teams earlier in a nursing career.

Helen Stanley successfully submitted a poster showcasing our evaluation of the past, current and future work of the project to the Health Education England, Council of Deans and NHS Leadership Academy joint conference on '*Learning to Lead*'. The conference was cancelled due to the pandemic but the poster was made available online at the Advanced HE (formerly Higher Education Academy HEA) on the Learning to Lead community page at: <https://connect.advance-he.ac.uk/topics/16156/feed> (login required) and the Forum webpage: <https://www.rcn.org.uk/get-involved/forums/nurses-in-management-and-leadership-forum/our-work>

It has not been possible to complete the resource pack within this year's work programme, but the committee remain committed to completing this in 2021.

Equality inclusion and diversity

Sadly, the planned Fringe event could not proceed, an alternative approach was taken which led to a feature article on 'How you can tackle casual racism and microaggression in the NHS' Trueland, J. (2020) *Nursing Management*.

Podcasts

The NMLF continued to build on its commitment to the Workforce Race Equality Scheme (WRES) with the publication of a 'Why WRES, Why Now' podcast by committee member Vince Thomas in conversation with Ian Jackson Director of Commissioning for Specialised Commissioning NHS England. The podcast published in July has received 106 hits.

Committee members Angela Sealy, Vinice Thomas and Sally Bassett also contributed to RCN Nursing While Black podcast series.

Further Leading Equality, Diversity and Inclusion podcasts are planned for 2021 with a structured series around the nine protected characteristics of the Equality Act 2010 led by Craig Davidson & Angela Sealy. The series will be hosted monthly with each member of the RCN Nurses in Management and Leadership Forum taking it in turn to host an episode. The initial podcasts for one of the characteristics in the Act has already been recorded.

Additional Committee Activity

Library page

Helen Stanley, Paul Jebb and Christine McKenzie (Forum Professional Lead) contributed to the review and updating of the Forum webpage to include more contemporary key resources and reports including clearer signposting to the Forum activities. The link has been shared widely on the Forum Facebook page and Twitter: <https://www.rcn.org.uk/library/subject-guides/leadership-subject-guide>

Clinical Supervision

The NMLF is collaborating with all the specialist Forums through the Forum Chairs Committee (FCC) to produce a literature review on clinical supervision in recognition of the need for greater support in the workplace. The ambition is to provide support to members via an App. The design and function of this will be dependent on the findings and recommendations of the literature review.

Congress 2020

The committee submitted several items for discussion to Congress 2020 that were not selected. Three Fringe submissions were made, two were selected but due to the Covid19 situation it was only possible to deliver these. One event, *Investing in a leader-what will it take?* was selected to support the RCN#2020 Congress online series, this was delivered in collaboration with the RCN Defence Forum. The webinar attracted 370 pre-registrations and 211 members attended on the night, the highest number of participants to any events of the series. The recording is available here (for RCN members only): <https://www.rcn.org.uk/news-and-events/events/investing-in-yourself-as-a-leader>

The RCN's IT support and events team provided excellent support to the presenters. The aim will be to collaborate further with other Forums and to provide workshops or a conference in 2021 to meet the demand from members.

Consultations

The committee commented on and contributed to the following consultations:

- The Governance Report
- Social Care paper
- Pay Policy
- Workforce Standards
- Web page design to welcome immigrant nurses to the RCN

Induction Pack to welcome New Committee Members

We welcome the opportunity to collaborate with other Forums, Paul Jebb contributed to a Task and Finish Group to design a Welcome Induction Pack for new committee members.

Social Media

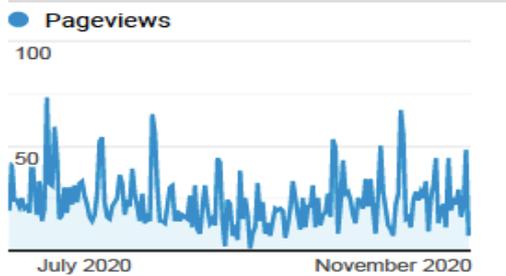
This year has seen an increase in the forum social media profile and activity. Committee members have actively engaged with forum members via Facebook and Twitter platforms. Individual steering committee members have hosted these social media platforms, posting 'Hot Topics' for discussions, as well as seeking members views and contributions.

Review of Social Media Activity

Our webpage during this period has had a total of 4,323 views, a total of 0.05% of all views on the RCN website.

The following graphs illustrate that most of the interaction we received on the Forum webpage were at the beginning of July and mid-November. The pie-chart also highlights most of the traction to our website came through Google searches, followed by direct searches.

M&L Forum pageviews



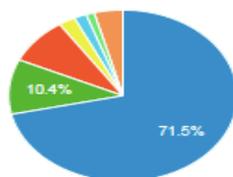
M&L Forum Total Pageviews

4,323
% of Total: 0.05% (9,475,700)



M&L Forum pageviews by source

■ google ■ (direct) ■ bing
■ dotdigital ■ m.facebook.com
■ t.co ■ Other



M&L Forum top landing pages

Landing Page	Sessions
www.rcn.org.uk/get-involved/forums/nurses-in-management-and-leadership-forum	403
www.rcn.org.uk/get-involved/forums/nurses-in-management-and-leadership-forum/meet-the-team	92
www.rcn.org.uk/news-and-events/blogs/nurses-in-management-and-leadership-forums-response-to-the-rcn-and-nmc-guidance-on-not-to-treat	76
www.rcn.org.uk/get-involved/forums/nurses-in-management-and-leadership-forum/our-work	59
www.rcn.org.uk/get-involved/forums/nurses-in-management-and-leadership-forum/blog	17

It is clear from our top five landing pages that people are drawn to find out how to get involved in our Forum and to a lesser extent “meet the team”. We will focus in 2021 on doing more to promote other areas of our website such as our events; our work; and especially our blog posts.

Listening events #TimeToTalk #TimeTo Listen

The committee hosted two open listening events in recognition of the of the impact of Covid-19 on nurse’s personal resources. The aim of the events was to provide a safe supportive space to share experience and give support to each other. The events received positive feedback.

Blogs

The forum published six blogs in 2020 and for 2021 we plan to make a concerted effort to release more blog posts and to find ways in which we might draw people’s attention the posts once they are on the landing page.

- Nurses in Management and Leadership Forum’s response to the RCN and NMC Guidance on refusal to treat by Sally Bassett
- Join a forum steering committee by Sally Bassett
- I add a different perspective by Craig Davidson
- Can novice nurses be leaders by Craig Davidson
- We are all part of a global profession by Paul Jebb
- Leadership from the kitchen table, the new normal by Angela Sealy

Covid-19 Impact

The demands of the pandemic has meant that the time and emotional energy to take all of the planned workstreams forward has not been possible.

The pandemic prompted Sally Bassett and Helen Stanley to write a commentary article on the challenges of leadership in Covid-19 was published by Nursing Management in May 2020:

Bassett, S. and Stanley, H. 2020. COVID-19: Pandemic poses tests of nursing leadership, courage and compassion. *Nursing Management*. Available at:

<https://rcni.com/nursing-management/opinion/comment/covid-19-pandemic-poses-tests-of-nursing-leadership-courage-and-compassion-160616> accessed 12.10.20

Conclusion

This report has presented the work of the steering committee during 2020. It has been a challenging year for all concerned, despite these challenges the committee has been able to provide support to its members and influence the wider nursing policy agenda. We look forward to continuing to build our capability, profile, and impact during 2021.

Date Prepared: December 3rd, 2020

By: Sally Bassett, Forum chair with support from the steering committee