

# Statement of Purpose

## Provider Name: Affinity Care

Under the Health and Social Care Act 2008 (The Care Quality Commission (Registration) Regulations 2009 Part 4), the registering body (Affinity Care) is required to provide to the Care Quality Commission a Statement of Purpose.

### Introduction

Affinity Care is a Super-Partnership covering multiple Personal Medical Services (PMS) contracts. The trading name and CQC Registration of Affinity Care also includes two Alternative Provider Medical Services (APMS) contracts held by our associated company Westcliffe Care UK Ltd.

Affinity Care operates as one organisation, lead and governed by the same Responsible individuals providing NHS medical services to a combined registered population of 63,820 patients over nine sites in the area of Bradford Metropolitan Council, West Yorkshire.

This registration covers the following locations:

Registered Location	Branch Surgery	List size	Previous CQC registration details	Contract type and name of Commissioner
ShIPLEY Medical Centre Alexander Road ShIPLEY BD18 3EG	Westcliffe Medical Centre Westcliffe Road ShIPLEY BD18 3EE	19,919	Dr M Cuthbert & Partners  Dr N E Hayward & Partners	PMS  Bradford District Central Commissioning Group (CCG)
Haigh Hall Medical Centre Haigh Hall Road Greengates Bradford BD10 9AZ		5,421	Dr WSG Passant	PMS  Bradford District Central Commissioning Group (CCG)
Willows Medical Centre Osbourne Drive Queensbury Bradford BD13 2GD		8,134	The Willows Medical Centre	PMS  Bradford District Central Commissioning Group (CCG)
Sunnybank Medical Centre Town Gate Wyke Bradford BD12 9NG		10,494	Sunnybank Medical Centre	PMS  Bradford District Central Commissioning Group (CCG)

Cowgill Surgery Thornaby Drive Clayton Bradford BD14 6ES		4,486	Cowgill Surgery	PMS  Bradford District Central Commissioning Group (CCG)
Thornton Medical Centre 4 Craven Avenue Thornton Bradford BD13 3LG	Ann Street Surgery Denholme BD13 4AN	8,833	Westcliffe Care UK Ltd	APMS  Bradford District Central Commissioning Group (CCG)
North Street Surgery 151 North Street Keighley BD21 3AU		6,533	Westcliffe Care UK Ltd	APMS  Airedale, Wharfedale, Craven Central Commissioning Group (CCG)

The regulated activities provided at each of these locations are:

- Diagnostic and screening procedures
- Family Planning
- Treatment of disease, disorder or injury
- Surgical procedures
- Maternity & Midwifery

### The partnership

Each of our clinical Partners acts as Responsible Partner for one of our sites. In addition we have a centralised Practice Support Unit (PSU) in which 3 of the non-clinical Partners take lead roles. The PSU provides support functions to the practices in the form of HR, Data Quality, Performance Dashboard, Finance, Payroll, Medical Secretaries, Reception functions, Operational Management, Premises maintenance, Training, Health & Safety and other risk assessment processes to help each practice achieve highly. The Clinical Partners responsible for each site provide day to day leadership alongside a dedicated Patient Services Manager team.

In addition we have a Management Board and we have a Partnership Board who together are responsible for ensuring strategic direction, probity and governance.

The CQC Registered Manager is: Julie Winterbottom

The Partners of Affinity Care and their leadership roles are:

Partner	Profession	Role in Affinity Care
Dr Sara Helen Humphrey	Doctor	Responsible Partner – North St
Dr Wendy Passant	Doctor	Responsible Partner – Haigh Hall
Dr Matthew Robert Fay	Doctor	Responsible Partner – The Willows, Clinical CEO
Dr Maryam Saba Sabir	Doctor	Responsible Partner – Sunnybank
Dr Richard James Dawson	Doctor	Responsible Partner – Shipley & Westcliffe
Dr Nicholas Simon Edward Hayward	Doctor	Responsible Partner – Shipley & Westcliffe

Dr Fiona Fleming	Doctor	Responsible Partner – Haigh Hall
Dr Ruth Alison Stockwell	Doctor	Responsible Partner – Thornton & Denholme
Mrs Julie Winterbottom	Manager	Director of Finance & Performance, Deputy CEO
Dr Danielle Claire Hann	Doctor	Responsible Partner – Sunnybank, Medical Director
Dr Claire McCormack	Doctor	Responsible Partner – Haigh Hall
Dr Parmjit Rawal	Doctor	Responsible Partner – Cowgill
Dr Nikki Alicia Barnett	Doctor	Responsible Partner – Sunnybank
Dr Alistair Paul Jones	Doctor	Responsible Partner – Sunnybank
Mr Adrian Spencer Roebuck	Manager	Director of Operations
Dr Catherine Elizabeth Hart	Doctor	Responsible Partner – Sunnybank
Dr Richard Holbrough	Doctor	Responsible Partner – Sunnybank
Dr Waqas Tahir	Doctor	Responsible Partner – Cowgill
Dr Matthew Pickering	Doctor	Responsible Partner – Shipley & Westcliffe
Dr Francesca Young	Doctor	Responsible Partner – Shipley & Westcliffe
Ms Lorraine Wardle	Manager	Director of HR & OD
Dr William Bolland	Doctor	Responsible Partner – North St
Dr Ikechukwuka Anthony Nwachukwu	Doctor	Responsible Partner – The Willows
Dr Rebecca Pountney	Doctor	Responsible Partner – The Willows
Dr Richard Hopkins	Doctor	Responsible Partner – Thornton & Denholme
Dr Samuel Joseph Lyles	Doctor	Responsible Partner – The Willows
Mr Mahmoud Khodadi	Pharmacist	Head of Medicine Management
Dr Matthew William Joseph Molloy	Doctor	Responsible Partner – Thornton & Denholme

## Our staff

Affinity Care employs approximately 180 staff including Doctors, Practice Nurses, Pharmacists, Specialist Nurses, Health Care Assistants, MSK Practitioners and other professions allied to medicine, as well as non-clinical administrative and housekeeping staff.

During periods of absence such as annual leave and when carrying vacancies Affinity Care buys in staff in the form of locums or agency workers as well as staff on temporary contracts.

## Affinity Care aims and objectives

As a provider of NHS services we hold Primary Medical Services (PMS) and Alternative Provider Medical Services (APMS) contracts with Bradford District CCG and Airedale, Wharfedale, Craven CCG as well as NHS England for the provision of essential, additional and directed enhanced services. In addition we are engaged in various quality improvement programs and service provision as available to us through NHS Standard contracts and other commissioning mechanisms.

- We aim to provide high quality and patient focused care and be able to demonstrate this through a wide range of published measures and feedback processes.
- We aim to achieve high performance through creating an organizational culture of continuous improvement. With standard operating procedures, clinical protocols and feedback systems to help ensure we keep patients, staff and visitors safe.

- We seek to recruit and develop high caliber staff with a range of skills and expertise and utilize these through working as a multidisciplinary team to provide integrated patient pathways.
- We aim to actively engage with the local health economy and engage with our community stakeholders, including patients, to ensure that we are contributing effectively to the NHS and utilizing public resource appropriately.
- We aim to be transparent in our decision making processes and open to scrutiny and probity.
- We aim to be an equal opportunity employer and operate zero tolerance to any form of discrimination or violence displayed to or from staff, patients or visitors.

### **Partnership Working**

Affinity Care works in direct partnership with other providers within and external to the NHS to continue to develop patient focused services and business development.

### **Declaration of conflict of interest**

Some of the Partners within Affinity Care are directors and shareholders in various other companies that hold contracts for the provision of NHS services. Some of the partners also hold clinical lead roles locally and nationally as well working for charities. Some of our work in improving patient care means working alongside the pharmaceutical industry as per transparent codes of conduct. All declarations of interest are declared to Affinity Care Partnership Board and to the CCG.

21 October 2019