



# Trust key messages and activity from September to October 2025

Communications team  
October 2025



# Launching our 10-year strategy, unveiling our re-brand and welcoming our new CEO

## 10-year strategy launched with Trust re-brand

To reflect our new 10-year strategy we have updated our Trust branding so all of our communication templates align with and support the strategy - from patient appointment letters to our social media platforms. We've also created an animated video to help raise awareness of the key aims of the strategy.

Our focus is to put that strategy into action, changing the way we do things at BHT to support people to take an active role in managing their own healthcare and treatment with greater emphasis on prevention. Working closely with partners to make access to our services easier and to deliver integrated neighbourhood care that reduces health inequalities.

## Buckinghamshire selected for national programme to transform local health services

Buckinghamshire is one of 43 successful applicants chosen from 141 submissions nationwide for the National Neighbourhood Health Implementation Programme. This is a national initiative to transform the NHS by delivering high-quality, joined-up care closer to people's homes. Our neighbourhood teams will bring together professionals from the Trust, Primary care, mental health, Bucks Council, voluntary, community, and social enterprise organisations, pharmacy, optometry and dentistry services and is a key part of our Trust strategy.



## Raghuv Bhasin takes over as Chief Executive

Raghuv Bhasin took over from Neil Macdonald at the helm of BHT this month. Follow him on instagram: [bhtraghuvb](https://www.instagram.com/bhtraghuvb/)



**bhtraghuvb** ...

Raghuv Bhasin

9 posts 84 followers 7 following



Followed by [bucks\\_mate](https://www.instagram.com/bucks_mate/)  
[bhtcharity](https://www.instagram.com/bhtcharity/)

# Building our BHT Community: Listening, Feeding back, Following up

## Key campaigns

**Feeding back:** The **national NHS Staff Survey** launched this month a fantastic annual opportunity to find out what our people think about working at BHT. In recent years we've done incredibly well in terms of the number of colleagues who take part in the survey. This year we are focusing on the importance of making sure we engage at every level: at organisational level, care group level and within teams – listening, feeding back and following up with specific responses to areas of concern highlighted by the survey – for example bullying and harassment concerns.

**Following up:** The focus of this year's **national Speak Up campaign** is the importance of following up. When we follow up with action, we demonstrate that Speaking Up leads to positive improvement. We prevent the fear of futility or the apathy of 'what's the point?'. All leaders are being encouraged to make sure they follow up once an issue or concern has been raised and continue to demonstrate the effectiveness of speaking up.

**Winter ready:** **BHT Flu defenders** is our annual push to ensure as many colleagues as possible protect their patients, their loved ones and themselves from winter viruses so we can face winter months with a healthy workforce. From November our focus will switch to support NHS and partner messaging 'Choose well' and helping people to get the right care in the right place, plus raising awareness of norovirus and taking care in cold weather.



## Building community by sharing our stories

To counteract heightened tensions nationally we want to improve cultural, racial and religious understanding within our BHT family and work environment.

### Shared stories:

In the first of an ongoing series, David Guant, our Chief Clinical information officer, shared a personal video about [what the Jewish holidays Rosh Hashana and Yom Kippur mean to him](#).

To celebrate Diwali, Alka Pandey shared [her personal experiences of the festivities for Hindus](#) and Amar Singh shared his experience of [the importance of Bandi Chhor Divas for Sikhs](#).



**Listening events:** We also held two listening events for all BHT colleagues specifically set up in response to immigration protests and anti-protests to allow colleagues to share their concerns. Over the coming months we hope to address the increasing fear that many working at BHT told us they feel by ensuring BHT is a safe place to work, a place where diversity is celebrated and valued.

**Black history month:** Colleagues across the Trust have also had the opportunity to participate in events as part of Black History month both locally through our BHT networks and regionally as part of BOB ICB, further fostering a culture of inclusion.



# Engaging with and listening to our local community

## Trust and Chilterns Prostate Cancer Support Group joint PSA testing event

On Saturday 12 October 2025, Buckinghamshire Healthcare NHS Trust and the Chilterns Prostate Cancer Support Group joined forces to deliver a landmark PSA blood-testing event at Wycombe Hospital. This first-of-its-kind collaboration within the 'Tackle' network saw 240 men tested in a single day through a model that blended the community reach of a volunteer-led group with the clinical governance of the NHS.

Prostate cancer is one of the most common cancers affecting men, especially over the age of 45. 1 in 8 men will get it, and if you're Black, your risk is double, 1 in 4.

PSA testing is a powerful tool in identifying potential issues before symptoms develop and for ongoing monitoring of prostate health. Regular testing can

make a profound difference, offering the chance for preventative care and timely treatment.

**tackle**  
prostate cancer

## Whose shoes event: highlighting the importance of listening to our patients

An event organised by our maternity team at Stoke Mandeville Hospital, aimed to emphasise the importance of truly listening to our service users and patients to enhance their experiences and outcomes.

Real, lasting improvements require many people working together - after all, "It takes a village."



# National campaigns and social media

## World patient safety day

Our patient safety team shared raised awareness around the Trust - they were easy to spot in their vibrant orange T-shirts! News of their activity was shared on Linked-in



## Also supported to raise awareness:

- Allied Health Professional day
- World mental health day
- Organ donation week
- Reducing medicines waste

**Discover careers in the Allied Health Professions**

**12,000**  
Over 12,000 people have died or been removed from the list before receiving a transplant in the last 10 years.

More than 44,000 lives have been saved or improved through organ donation over the last 10 years.

Yes I do donate  
ORGAN DONATION

## Stoptober

NHS Buckinghamshire Healthcare N... · 3 Oct

If you don't have a free Personal Quit Plan already, visit the Better Health website to create a step-by-step quit smoking guide that is tailored to you.



## Social media

### External platforms

Our social media strategy over the next few months is to focus our efforts on:

- **LinkedIn** (15,772 followers) – longer form opinion content, especially appropriate for peer to peer, professional communication
- **Facebook** (8,931 followers) – general, image-led longer posts
- **Nextdoor** – Local Bucks audience. Allows us to target specific neighbourhoods locally

We are also developing a corporate presence on

- **Bluesky** (512 followers) – our aim is to develop this into our 'go to' social media platform for shorter posts.

In line with many other NHS trusts and organisations we have reduced our activity on X (formerly known as Twitter).

### Internal platforms

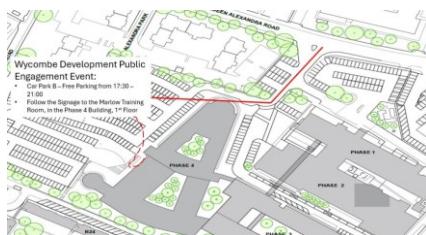
**BHT Buzz** – (1333 members) our biggest social media platform for BHT colleagues. Set up as a closed Facebook group.

# In the press this month ...

## Wycombe Hospital re-development

[Bold new plans for Wycombe Hospital site announced](#). The Trust has submitted plans for a landmark new building at the Wycombe Hospital site. The proposed six-storey building is designed to provide a modern, welcoming space for patients and staff alike and ultimately result in moving core services out of the current Wycombe Tower Block which is unfit for long-term use. Construction is planned to start in early 2026 and, by Spring 2027, we hope to welcome patients and staff to the new Endoscopy Department.

This is a major milestone and we look forward to being able to welcome our patients into an environment that is worthy of the excellent care our services deliver.



### Engagement events:

Tuesday 14 October attended by local residents and councillors.

### Press coverage:

- BBC news: [New building planned for Wycombe Hospital](#)
- BBC Three counties radio – interview with Raghuv Bhasin
- Bucks Free Press: [Residents react to new £20m Wycombe Hospital](#)
- Bucks Herald: [Wycombe Hospital major redevelopment confirmed including new six-storey building](#)

**Buckinghamshire selected for national programme to transform local health services.** Buckinghamshire is one of 43 successful applicants chosen from 141 submissions nationwide for the National Neighbourhood Health Implementation Programme (see page 2 for more information).

**Trust campaign received recognition from the International Society on Thrombosis and Haemostasis (ISTH).**

**Mariana de Mascarenhas**, VTE prevention lead nurse implemented the initiative to provide all patients discharged from Trust hospitals with a VTE Going Home bag containing advice on blood clot prevention.



**Maureen Miller recognised for 55 years of service.** Maureen's career began in 1970 as a trainee nurse. Over more than five decades, she has contributed significantly to clinical practice, education, and maternal care.



## Also in the press ...



### Celebrating and building our BHT community

The Trust held its BHT Annual Awards at the Aylesbury Waterside Theatre on Thursday 16 October to celebrate some of the remarkable people working or volunteering in our hospitals and communities. All colleagues, whatever their role, are committed to helping the people of Buckinghamshire live healthier, more independent lives.

There were 10 awards in categories from improving together to outstanding care to a people's award. They were presented by members of the Trust board and senior leaders, while the event was also live-streamed to enable as many people as possible to support their colleagues, friends and family.

[A full list of winners is available on the website.](#)



**Above:** Colorectal Stoma Specialist Nursing Team receive People's Award for Personal and Compassionate Care.

