Moving Upstream Report 2020 – Final draft

<table>
<thead>
<tr>
<th>Executive Director</th>
<th>Stefan Czerniawski, Executive Director, Strategy</th>
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<tr>
<td>Author(s)</td>
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<td>Type of business</td>
<td>For decision</td>
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<td>For Council only:</td>
<td>Public Session</td>
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<td>Issue</td>
<td>This paper provides the final draft of the Moving Upstream Report 2020 which brings an effective end point to the Shifting the balance work programme and supports the change of brand and narrative to the new strategy.</td>
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<tr>
<td>Recommendation</td>
<td>The Council is asked to approve the final draft of the Moving Upstream Report 2020.</td>
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1. Key considerations

1.1 In July 2019, the Senior Leadership Team (SLT) agreed that the Moving Upstream Report 2020 should replicate the structure of the 2019 report, that being to highlight the progress we have made in enabling and supporting the transformation of dental regulation, set against the backdrop of the emerging issues and challenges facing both us and the profession.

1.2 The outline structure and content sections were then agreed by the SLT and the Policy and Research Board (PRB) in September 2019. The SLT and the Council reviewed the first draft of the report at their September meetings and the SLT reviewed the second draft at its meeting in November. The purpose of the Moving Upstream Report was discussed at the Council’s November meeting and, as a result of this discussion, the approach of the report was changed to highlight that this final Moving Upstream report should be used to bring the Shifting the balance work programmes to a close and highlight that the report would be superseded by the new strategy and Costed Corporate Plan.

1.3 The paper provides the Council with the final full draft of the Moving Upstream Report 2020 (Appendix 1).

1.4 The Council is asked to approve the final draft of the report.

2. Legal, policy and national considerations

2.1 We do not believe there are any legal implications.

2.2 This paper does not relate to something you can do under the Dentists Act 1984 (as amended).

3. Equality, diversity and privacy considerations

3.1 We have not carried out an equality impact assessment (EIA).
4. Risk considerations
4.1 The final report will be closely scrutinised by our partners and critics, so it is imperative that we produce a high-quality product.
4.2 The Interim Head of Communications and Engagement and Executive Director, Strategy are over-seeing the report’s development and monitoring and reviewing progress.
4.3 An internal stakeholder group has been created to ensure quality of content.
4.4 The Council will have sight of the final draft of the report prior to publication, if approved.

5. Resource considerations and CCP
5.1 The cost implications for this proposal include design and print costs.
5.2 There is funding allocated in the communications budget for this activity.

6. Monitoring and review
6.1 This is the final draft of the report.

7. Development, consultation and decision trail
7.1 Initial paper laying out the proposed approach for the Moving Upstream Report and Conference 2020 presented to the SLT in July 2019.
7.2 Structure and content sections agreed by the SLT and the PRB in September 2019.
7.3 First draft reviewed by the Council and the SLT in September 2019.
7.4 Second draft reviewed by the SLT in November 2019.
7.5 Paper explaining the purpose of the Moving Upstream Report reviewed by the Council in December 2019.

8. Next steps and communications
8.1 Subject to any final amends, the report will be designed and published in advance of the Moving Upstream Conference on 12 February 2020.

Appendices
1. Moving Upstream Report 2020

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