

**EAST KENT HOSPITALS UNIVERSITY NHS TRUST**

<b>REPORT TO:</b>	<b>BOARD OF DIRECTORS MEETING – 28 MARCH 2014</b>
<b>SUBJECT:</b>	<b>PROPOSED ANNUAL OBJECTIVES 2014/15 (EXISTING STRATEGIC OBJECTIVES INCLUDED)</b>
<b>REPORT FROM:</b>	<b>DIRECTOR OF STRATEGIC DEVELOPMENT &amp; CAPITAL PLANNING</b>
<b>PURPOSE:</b>	<b>Discussion and agreement</b>
<b>CONTEXT/REVIEW HISTORY:</b> The Trust Board to discuss, agree and sign off a series of Annual Objectives.	
<b>SUMMARY:</b> Attached is a presentation that summarises the Annual Objectives, and existing Strategic Objectives, for 2014/15 and an excel spreadsheet detailing the annual objectives and their related sub-objectives and metrics. Also attached is a paper that gives examples of the annual objectives at other Trusts.	
<b>IMPACT ON TRUST'S STRATEGIC OBJECTIVES:</b> The focus of these objectives are to improve patient experience and the clinical quality of care offered by the Trust. In addition, they are intended to provide a means of assessing whether the Trust is moving towards its vision of a "Top 10" position.	
<b>IMPACT ON CLINICAL QUALITY AND PATIENT EXPERIENCE:</b> Achievement of the Annual Objectives has clinical quality and patient experience consequences	
<b>FINANCIAL IMPLICATIONS:</b> Achievement of the Annual Objectives has financial consequences and where these have been identified they have been fed into the Trusts Integrated Business Plan	
<b>LEGAL IMPLICATIONS:</b> None	
<b>PROFESSIONAL ADVICE TAKEN ON ANY NOVEL OR CONTENTIOUS ISSUES (where applicable):</b> Not applicable	
<b>BOARD ACTION REQUIRED:</b> Agree and sign-off 2014/15 Annual Objectives	
<b>CONSEQUENCES OF NOT TAKING ACTION:</b> The Trust may not achieve its Annual Objectives for 2014/15	