



Heartlands
Education Centre
Limited

About Us

Heartlands Education Centre is owned and operated by Heartlands Education Centre Ltd and was formed in 1994 to raise funds for, build, operate, maintain and develop the original Education Centre. As a Company limited by guarantee, they can reclaim VAT on all capital and operational costs and have reclaimed over £1m in VAT since their formation. The Company pay all operating costs of the Education Centre and re-invest all surpluses in the maintenance and development of facilities and infrastructure to support education and training and have re-invested over £1.5m to support education.

The land on which the Education Centre stands is leased to the Company by Heart of England NHS Foundation Trust at a peppercorn rent. This lease expires in 2023, at which point the ownership of the Education Centre transfers back to the NHS Trust.

The company board consists of 50% Trust representatives, 50% external directors and an independent chair. Importantly the Trust representatives bring with them the decision-making authority of the Trust. This ensures that decisions can be made at the board meetings without the need for further reference to and agreement from the Trust Board.

This newsletter explains more about the Company and the significant investment and contribution it has made to education at Birmingham Heartlands Hospital over the past 20 years. I hope you find it useful.

David M Twist
Education Centre Director



Our objectives

The Memorandum of Association of Heartlands Education Centre Limited states our objectives as being: 'To construct, establish and maintain in premises at Heartlands Hospital, Bordesley Green East, Birmingham and related facilities for the provision of medical and other education'.

The income of the Company from wherever derived, shall be applied solely in promoting the above objects.....'

The Education Centre has ever since serve the education and training needs of all healthcare and support staff.

Our users

The primary function of the Education Centre is to support the education and training of staff at Heart of England NHS Foundation Trust by providing training rooms and catering services for those events.

The facilities are also hired to local healthcare partners and external conference organisers. All profits generated from such activity is re-invested in Education Centre facilities and supports educational initiatives. The vast majority of our users are Trust staff and students and only a very small percentage are external.

Heartlands Education Centre Ltd has an agreement with the NHS Trust whereby an annual payment (£50,000 for 2016/17) is charged for unlimited use of the training facilities by HEFT employed staff.

Our operating costs

The company pay all operating costs, including everything from rates, utilities, insurance, furnishings, maintenance, washroom supplies, licences, buildings, alarms and lifts maintenance through to computers and plasma screens. This accounts for over £500,000 per year.

How do we pay for these costs?

To benefit from the significant tax advantages of being a company limited by guarantee, it must operate in a business-like way and charge for our services. The company is therefore obliged to charge for the use of training rooms and makes a block annual charge to the Trust. We must also charge for events where any external delegates are in attendance. Pharmaceutical and supplier company sponsorship contributes to our operating costs and help us to develop the Centre. Catering services are sub-contracted and the caterer pays a rental for exclusive use of the dining room and lounge areas. The company rent the first floor offices and basement of the new Education Centre to the NHS Trust.

Our facilities and services

The Company maintain and develop all training rooms in the Education Centre, including the training rooms in the Undergraduate Centre and 1st floor of the new Education Centre.

The Company have also funded the maintenance and development of Trust departmental training rooms to assist capacity management and made those facilities visible in the on-line booking system. Departments are given the opportunity to pre-book their own training room for their regular meetings before the system goes 'live' to other users.

Catering

The Education Centre has an on-site restaurant - Freshers, which is run by Prince of Wales catering. They provide a wide range of healthy eating options, including freshly prepared hot and cold meals, with low calorie, vegan, halal and gluten-free options. They also provide formal catering and buffets to support meetings and conferences in the Education Centre and in departments around the Trust.

Prince of Wales Catering provide an excellent service to our users and have expanded their business as a result of their success. They remain competitive by comparing the quality and prices of their menus with competitors and utilise an independent 'secret shopping' service to monitor their quality and service standards. They work closely with the Trusts dieticians and Health and Wellbeing team and ensure they offer a wide range of 'healthy eating' options. Their top 5* food hygiene rating demonstrates their commitment to the very best hygiene standards.

Prince of Wales Catering are open Monday - Friday from 8am – 2.30pm. For any catering requirements, just give them a call on 0121 424 2114 or visit them at www.pwcatering.co.uk



Room occupancy

The Centre hosts a wide variety of events and continues to allocate training rooms in accordance with the agreed and re-affirmed priorities of the Trust. Room occupancy remains at over 80% and the reception team continue to do a great job in managing the bookings creatively, to make the very best possible use of the space available. The Trust still has over 20 departmental training rooms at Heartlands, and we encourage non-educational meetings to use one of these departmental rooms wherever possible.

What events do we host at the Education Centre?

We host a wide range of exhibitions, events and courses, including:

- Cardio-Thoracic course for its 23rd year, attracting delegates from Europe, Asia and the USA
- Fellowship examination courses for Royal Colleges
- Basic Surgical Skills Course
- Live Operating Theatre courses
- Student and Royal College exams
- Clinical skills and Simulation training
- IT and Clinical systems training



Education Centre Car park

Having a dedicated car park for delegates is an important benefit. The car park is open from 0800 Monday - Friday and is only available for the use of external speakers, delegates and sponsors.

Trust staff are only able to access the car park if there are available spaces when external reservations have been filled. Access is camera and intercom controlled by our Reception staff, who will be able to advise if there are any spaces.

What we have invested in...

Our investment in the Education Centre over the past 20 years has ensured our facilities remain up-to-date. This is always a challenge because of the fast pace of change in technology, but we actively review and invest in new technology so that our excellent facilities remain ahead of the game to this day. This is recognised by presenters and delegates, who continue to praise our excellent facilities.

The Heartlands Education Centre Limited Bursary

The Company established a Bursary for Junior Doctors to supplement their limited study leave budget and have awarded over £20,000 since the bursary was established in 2008. This has enabled doctors to attend and present their research at conferences, which would not otherwise have been possible.

Training room (pictured left)



Wireless microphones

To support public meetings which require audience room microphones the company invested £16,000 in the very latest wireless microphone system, with the flexibility to use the system in other rooms if required. This is now used regularly for Trust Board meetings.

Room screens and control systems

Many of our training events and most MDT meetings need to show multiple images at the same time, such as microscope, pathology slides and patient notes. This enables them to make quick, accurate and important clinical decisions, often about appropriate treatment for our cancer patients.

Many of our rooms now therefore feature multiple plasma screens and button / touch screen controls to easily display different images on different screens. The company have invested over £500,000 in this technology, to support education, clinical decision-making and safety.

Wireless microphones (pictured top)

Video-conferencing

The company were the first in the Region to recognise the importance of this technology and first invested in it in 2000, with the installation of video-conferencing into the 3 Education Centres. This enabled staff at one site to participate in teaching sessions and team meetings that they would otherwise not be able to attend.

To be of use and real value for multi-disciplinary team (MDT) meetings, where clinical decisions are being made, the ability to share high quality pathology and radiology images is crucial. The original ISDN cable connection (still used by some Trusts) was not capable of transmitting the high quality images required, so the company invested £150,000 in a 100Mb fibre optic connection in 2002 (bigger than the entire Trusts network capacity) so that high quality images could be shared and prompt clinical decisions made. The company have invested £80,000 installing video-conference equipment into 4 rooms at Heartlands Education Centre and pay £20,000 per year to maintain the service with a capability to link to other NHS Trusts.

The use of this technology has grown exponentially since then, is now used daily and by over 500 staff each week. Furthermore, during this time use of tele-education has moved from a distinctly 'optional' service to a service that is essential for clinical practice.

The technology is now relied upon for daily multi-disciplinary team (MDT) meetings, training sessions, meetings and even recruitment interviews to the other side of the world.

The investment has had a huge impact and many benefits have been made possible, including:

- Improved patient/cancer care
- Improved multi-professional working
- Reduction in hospital admissions/bed stays
- Reduction in travel time attending MDT meetings
- Clinical governance
- 2nd opinion on line
- Quicker clinical decisions based on shared learning and expertise
- Raise the profile of Birmingham Heartlands Hospitals as a teaching Trust
- Expansion of training activity



Operating Theatre to Lecture Theatre video link

The company have invested over £60,000 in video links between operating theatres 3 & 4 to our Lecture Theatre, enabling us to broadcast live 2 way surgical training to large audiences in our Lecture Theatre. The equipment at the Operating Theatre is now in desperate need of replacement, so the company are hoping to re-invest in this initiative to enable to on-going training of our surgeons.



Lecture Theatre



IT Suite development

In 2015 the company invested £80,000 in the IT Suite, expanding its capacity from 21 to 49 computers. This enabled us to deliver training on clinical systems and electronic prescribing to all 300 of our new doctors who started in the Trust in August. The 'hands on' training was much appreciated by our new doctors and gave them a much better understanding about our important IT systems which are so important for patient safety.

Touch screen information

The company invested in a 'Windows 8' touch screen computer outside the Lecture Theatre, so that new starters could have a browse on the Intranet to find useful information from day 1. They've found this really useful, searching for everything from their departmental Intranet site to shuttle bus timetables to submitting their car parking application.



'Barco' wireless screen connection (Lecture Theatre)

Whether you're on a PC, laptop or Apple Mac, you can connect wirelessly to our presentation screen with one of our 'Barco' devices, available from our Reception team. Just plug it in as you would a USB memory stick, open the 'Barco' icon and press the button on the device. Anything on screen will display on the Lecture Theatre, wirelessly and easily. Just ask our Reception team to show you.



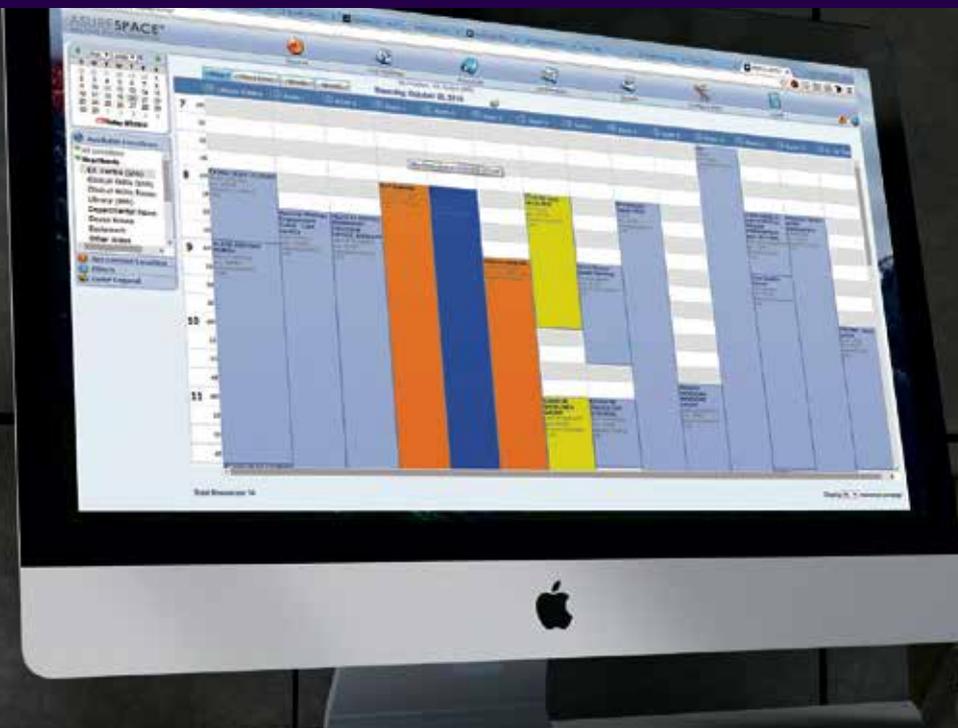


Voting handsets

Why not include some audience participation and feedback into your presentation? Just download the 'turning point' software to your PC or laptop (available as a free download from their website) and prepare your power-point presentation in turning point. Just make sure you pre-book the handsets from our Reception team.

Room booking systems

Most people are familiar with our on-line room booking and enquiry system, enabling anyone to view and browse room availability (via the Intranet, logged in to your PC as 'PCS/ PCS), request a room and (for those with booking access) to book a room.





The future for video-conferencing?

Some years ago the company invested in a 100mb fibre optic infrastructure to enable fast and reliable links for video-conferencing, Moodle video and other video applications. This has been used daily at each site for MDT video-link meetings, enabling quicker and more accurate clinical diagnosis and treatment. Considerable spare capacity exists on the fibre optic network which could potentially be used to transform clinical services. Remote diagnostic clinics from GP Practices or NHS drop-in Centres directly to the consultant clinic are all a possibility, but so far, no-one has taken up the opportunities. If you would like to explore the possibility and transform your clinical service, do get in touch.

New capital building in the future?

The Company are able to support Capital investment plans of up to £250,000 (as agreed by HM Customs and Excise) and have offered to develop the site of the existing 'Innovation hub' meeting room and site office. The option to tap into this capital funding for a development here or elsewhere in the Trust remains a possibility.

Our facilities...

- Lecture Theatre seating 142
- 17 meeting rooms
- 8 bedded Clinical Skills Centre
- Internet Café
- IT training Suite (40 PC's)
- Exhibition zone
- Video conference rooms
- Operating theatre links
- Restaurant
- Lounge areas
- Library

Contact us:

Telephone: 0121 424 1888

www.qualityvenues.co.uk