

**Gifts and Hospitality Register - 2010-2011**

Ref No	Details of Project	Recipient	Sponsor	Estimated value of sponsorship	Date Approved
GH-01-10	Thankyou letter from patient containing a Marks & Spencers voucher for £25.	Hayley Lawton, Physiotherapist, Jordanthorpe Health Centre, Sheffield, 1 Dyche Close, S8 8DJ	Patient	£25.00	10/04/2010
GH-02-10	Received one pen and one letter opener. Gift was passed to the PCT and has not been retained personally.	Anthony Pedder, Chairman	Westfield Health	£25.00	03/08/2010
GH-03-10	Flowers and a card.	Dr Maggie Campbell, Strategy, 722 Prince of Wales Road.	Community Brain Injury Team	Less than £25	17/09/2010
GH-04-10	Marks & Spencers gift vouchers as part of following award presentation by NHS FSD network for 'outstanding individual' 2010.	Ms Mal Bluff, Finance Assistant, 722 Prince of Wales Road.	NHS Financial Skills Development Network	£100.00	02/11/2010
GH-05-10	Invite to attend AGM including dinner.	Mr Don Buxton, PALS/PPL Manager, 722 Prince of Wales Road.	Islamic Society of Great Britain	£25.00	14/01/2011

Commercial Sponsorship Register 2010-2011

Ref No	Details of Project	Recipient	Sponsor	Estimated value of sponsorship	Additional approval if pharmaceutical sponsorship over £500	Date Approved at Board if in excess of £5000
C-01-10	Sheffield Safer and Sustainable Communities Partnership confirmed funding available to run Best Bar None in 2010/2011. Project will start April 2010 and finish February 2011. Licensed premises in Sheffield City Centre will be asked to take part. This scheme is supported by the Home Office and aimed at promoting responsible management and operation of alcohol-licensed premises.	Sheffield Drug & Alcohol Action Team on behalf of Sheffield Safer and Sustainable Communities. SPCT hosts the DAAT on behalf of the Partnership and act as their bankers. Jo Daykin-Goodall is the responsible officer.	Britvic Soft Drinks Ltd, Britvic House, Broomfield Road, Chelmsford, Essex, CM1 1TU. Alana Dean, 07834963064	1x branded mountain bike for auction/raffle at the awards dinner (approx cash value £300). Launch Event - sample stock for each guest (1 per person) to either be on tables or in take home goody bags (depending on venue and corkage) (total approx cash value £300). Awards dinner - sample stock for each guest (1 per person) to either be on tables or in a take home goody bag (depending on venue and corkage) (total approx cash value £300) Any other giveaways available at the time for goody bags (pens/keyrings etc).	Whilst the total of sponsorship is over £500, sponsorship is not from a pharmaceutical company hence additional approval is not required from Head of Medicines Management.	
C-02-10	Sheffield Safer and Sustainable Communities Partnership confirmed funding available to run Best Bar None in 2010/2011. Project will start April 2010 and finish February 2011. Licensed premises in Sheffield City Centre will be asked to take part. This scheme is supported by the Home Office and aimed at promoting responsible management and operation of alcohol-licensed premises.	Sheffield Drug & Alcohol Action Team - Jo Daykin-Goodall	John Gaunt & Partners - Jonathan Puplus	£5,000.00	N/A	
C-03-10	Project for the provision of an educational meeting to support the Sheffield Local stop smoking service enhance skills in motivational interviewing (module 1) linking the 'lost to follow up' agenda (module 2). Meeting at St Mary's Conference Centre on 24th June 2010, 12pm - 4pm.	Claire Holden. Stop Smoking Manager	Pfizer - Andrew Fitzgibbon.	Venue, equipment and catering - £640. Speaker (2 modules); Damien Edwards £460. Total £1100.	Peter Magirr - No problems with this as long as there is no promotion of non-formulary drugs at the event.	
C-04-10	The project is the provision of an educational grant to support the attendance of Claire Holden, Stop Smoking Service Manager to attend the UKNSSC on June 14th-15th at the Radisson in Glasgow.	Claire Holden. Stop Smoking Manager	Pfizer - Andrew Fitzgibbon.	£375 for the place and paid directly to Pfizer + £200 maximum for travel and expenses paid to individual on receipt of expenses. Maximum total £575.		
C-05-10	The Course of 5 Workshop event is a one-day course on 12th November 2010. Accredited by the Royal College of Obstetricians and Gynaecologists' Faculty of Sexual and reproductive Health, and is a component of the e-SRH aimed at GPs and VTS (working in both hospital and general practice) wishing to obtain their Diploma of Sexual and Reproductive Healthcare.	Training Department, Sheffield Contraception & Sexual Health Services, Provider Services	Bayer Schering Pharma, 9 Grosvenor Terrace, Otley, west Yorkshire, LS21 1HJ. Contact Paul Hickman.	£250.00	N/A	
C-06-10	Marketing and advertising campaign to promote website www.sheffieldbackpain.com and complement the low back pain pathway (LBPP). Aim is to help change people's behaviour and thinking around back pain and to promote the Sheffield back pain brand. Objectives include doubling the hits to the website compared to the 6 months prior to the campaign and achieving positive results in a survey on the impacts and awareness of the website. Campaign was approved by Katy Davison and Helen Stevens and is supported by Steven Haigh. Will last for 4-5 months.	Managed by NHS Sheffield Communications team, led by Philip Wainwright, with administrative support from the Strategy Directorate, approved by Steven Haigh.	Pfizer - Andrew Fitzgibbon.	£5,000.00	Peter Magirr - No problem with the sponsorship. Advises that the community pharmacy team are involved to advise on using the pharmacies to promote the campaign.	
C-07-10	Funding of upto £250 towards a buffet at a back pain event hosted by Dr Ollie Hart at Sloan Medical Centre. PCT paying full amount of buffet and Pfizer to be recharged (if the spend is over £250, the additional funds will come from the £5000 sponsorship already agreed with Pfizer for the campaign - code C-05-10).	Philip Wainwright, Communications Team, NHS Sheffield, 722 Prince of Wales Road.	Pfizer - Andrew Fitzgibbon.	£250.00	N/A	
C-08-10	City wide, half day training event for GPs and practice nurses on COPD. Aim is to update staff on optimal management of this condition and refresh and update knowledge re NICE guidance June 2010.	Dr Richard Oliver. Joint Chair of the Clinical Executive, supported by Jane Howcroft, Planning and Delivery Manager.	GlaxoSmithKline UK Ltd.	£3000 for hire of rooms and audiovisual equipment at SWFC, plus light refreshments and delegates packs. NHS Sheffield to pay for clinical cover to allow practices to close and to send delegates to the training, and will provide the admin support both before and on the day.	Peter Magirr - There is a risk that this event will lead to increased prescribing of products manufactured by this company which will lead to increased costs in the prescribing budget, which may not be offset by reduced expenditure on patient hospital care.	

C-09-10	Attendance at two day respiratory non-promotional education meeting. The recipient is attending in his own time. Sat 6 & Sun 7 Nov 2010.	Mr Andrew Booth, Lead PH Development Nurse, 722 Prince of Wales Road.	AstraZeneca UK Ltd	£300 - this includes the two day delegate rate conference, overnight dinner, bed and breakfast	N/A	Appendix 2
C-10-10	Evening meeting of GP's and General practice staff on the White Paper "Equity and Excellence: Liberating the NHS" and its implications for general practice and PBC, on 13th January 2011, 6:30pm to 9:00pm at the Mega Centre, Bernard Road, Sheffield. Jointly hosted by the LMC, NHS Sheffield and the four PBC Consortia. Venue and refreshments funded by NHS Sheffield, but offers of funding have been received from various pharmaceutical companies which should cover the cost. Pharmaceutical company reps to have stands publicising their products in a discrete area nearby where the refreshments will be served, not accessible to the public and separate from the meeting.	Dr Richard Oliver. Joint Chair of the Clinical Executive, supported by Jane Howcroft, Planning and Delivery Manager.	Napp Pharmaceuticals	£300.00	Peter Magirr - does not anticipate that this sponsorship will lead to inappropriate prescribing.	
C-11-10	Evening meeting of GP's and General practice staff on the White Paper "Equity and Excellence: Liberating the NHS" and its implications for general practice and PBC, on 13th January 2011, 6:30pm to 9:00pm at the Mega Centre, Bernard Road, Sheffield. Jointly hosted by the LMC, NHS Sheffield and the four PBC Consortia. Venue and refreshments funded by NHS Sheffield, but offers of funding have been received from various pharmaceutical companies which should cover the cost. Pharmaceutical company reps to have stands publicising their products in a discrete area nearby where the refreshments will be served, not accessible to the public and separate from the meeting.	Dr Richard Oliver. Joint Chair of the Clinical Executive, supported by Jane Howcroft, Planning and Delivery Manager.	Pfizer Limited	£300.00	Peter Magirr - does not anticipate that this sponsorship will lead to inappropriate prescribing.	
C-12-10	Evening meeting of GP's and General practice staff on the White Paper "Equity and Excellence: Liberating the NHS" and its implications for general practice and PBC, on 13th January 2011, 6:30pm to 9:00pm at the Mega Centre, Bernard Road, Sheffield. Jointly hosted by the LMC, NHS Sheffield and the four PBC Consortia. Venue and refreshments funded by NHS Sheffield, but offers of funding have been received from various pharmaceutical companies which should cover the cost. Pharmaceutical company reps to have stands publicising their products in a discrete area nearby where the refreshments will be served, not accessible to the public and separate from the meeting.	Dr Richard Oliver. Joint Chair of the Clinical Executive, supported by Jane Howcroft, Planning and Delivery Manager.	GlaxoSmithKline UK Ltd.	£300.00	Peter Magirr - does not anticipate that this sponsorship will lead to inappropriate prescribing.	
C-13-10	Evening meeting of GP's and General practice staff on the White Paper "Equity and Excellence: Liberating the NHS" and its implications for general practice and PBC, on 13th January 2011, 6:30pm to 9:00pm at the Mega Centre, Bernard Road, Sheffield. Jointly hosted by the LMC, NHS Sheffield and the four PBC Consortia. Venue and refreshments funded by NHS Sheffield, but offers of funding have been received from various pharmaceutical companies which should cover the cost. Pharmaceutical company reps to have stands publicising their products in a discrete area nearby where the refreshments will be served, not accessible to the public and separate from the meeting.	Dr Richard Oliver. Joint Chair of the Clinical Executive, supported by Jane Howcroft, Planning and Delivery Manager.	AstraZeneca UK	£300.00	Peter Magirr - does not anticipate that this sponsorship will lead to inappropriate prescribing.	
C-14-10	Evening meeting of GP's and General practice staff on the White Paper "Equity and Excellence: Liberating the NHS" and its implications for general practice and PBC, on 13th January 2011, 6:30pm to 9:00pm at the Mega Centre, Bernard Road, Sheffield. Jointly hosted by the LMC, NHS Sheffield and the four PBC Consortia. Venue and refreshments funded by NHS Sheffield, but offers of funding have been received from various pharmaceutical companies which should cover the cost. Pharmaceutical company reps to have stands publicising their products in a discrete area nearby where the refreshments will be served, not accessible to the public and separate from the meeting.	Dr Richard Oliver. Joint Chair of the Clinical Executive, supported by Jane Howcroft, Planning and Delivery Manager.	Boehringer Ingelheim Limited	£300.00	Peter Magirr - does not anticipate that this sponsorship will lead to inappropriate prescribing.	
C-15-10	Project/event aims to examine the potential benefits of the Eclipse prescribing information system, in order to make an assessment of the potential benefits the system can help generate. The primary objective is to evaluate whether the benefits justify the cost and represent a viable invest to save initiative.	Medicines Management Team - Standards and Engagement Directorate	Dallas Burston Ashbourne Ltd	£12,000.00	Peter Magirr - fully supports the evaluation of this system which if successful could lead to prescribing cost savings for NHS Sheffield.	Approved at Private Board - February 2011 - ref C19/11b.

C-16-10	City wide project, half day training event for GPs and practice nurses on managing common childhood conditions in primary care on Tuesday 1st March 2011. Aim to update practice staff on optimal management conditions such as allergy, continence, behavioural disorders and emotional problems and to launch the publication of new guidance for professionals and parents. Clinical content of the programme has been overseen by Dr Richard Oliver, Joint Chair of the Clinical Executive, and Dr Margaret Ainger, GP.	Dr Richard Oliver. Joint Chair of the Clinical Executive, supported by Jane Howcroft, Planning and Delivery Manager. As Dr Oliver is not an employee of the PCT, the sponsorship form has been scrutinised and signed off by Penny Brooks, Director of Standards and Engagement and Clinical Executive member.	AstraZeneca UK	£500 towards the hire of rooms and audiovisual equipment at Sheffield Wednesday Football Club.	Peter Magirr - does not expect that exploitation of the promotional opportunities presented via this sponsorship will lead to higher overall costs to the NHS, however higher primary care prescribing costs are possible.	Appendix 2
C-17-10	The Course of 5 Workshop event is a one-day course taking place on 25th March 2011. Accredited by the Royal College of Obstetricians and Gynaecologists' Faculty of Sexual and Reproductive Health, and is a component of the e-SRH aimed at GPs and VTS (working in both hospital and general practice) wishing to obtain their Diploma of Sexual and Reproductive Healthcare.	Training Department, Sheffield Contraception & Sexual Health Services, Provider Services	Nordic Pharma	£250.00	N/A	
C-18-10	The Course of 5 Workshop event is a one-day course taking place on 25th March 2011. Accredited by the Royal College of Obstetricians and Gynaecologists' Faculty of Sexual and Reproductive Health, and is a component of the e-SRH aimed at GPs and VTS (working in both hospital and general practice) wishing to obtain their Diploma of Sexual and Reproductive Healthcare.	Training Department, Sheffield Contraception & Sexual Health Services, Provider Services	Bayer Schering Pharma	£250.00	N/A	