



British College of
Aesthetic Medicine

Joint BACN/BCAM Press Release – Establishment of the Joint Council for Cosmetic Practitioners (JCCP) - Appointment of Professor David Sines, CBE as Interim Chair

The British Association of Cosmetic Nurses (BACN) and the British College of Aesthetic Medicine (BCAM) are delighted to announce that they have reached agreement to coordinate a process for establishing a new oversight/regulatory body for the cosmetic medicine sector in England. Patient safety will be at the heart of this initiative as daily we hear stories of poor treatment and lack of accountability.

In order to move things forward the BACN and BCAM have appointed Professor David Sines, CBE as the Independent Interim Chair of the proposed body. Professor Sines led the stakeholder consultation process initiated by Health Education England (HEE) following the publication of the Keogh Report. The Department of Health and HEE recently released the Final Report in which it endorses the establishment of a new regulatory body and welcomes the initiative taken by the BACN and BCAM to start the development process.

David Sines has a long history of involvement in the health sector and until recently was Pro Vice Chancellor and Executive Dean and Professor of Community Health Care Nursing at the Faculty of

Society and Health at Buckinghamshire New University. He held previous roles as Executive Dean for the Faculty of Health & Social Care at London South Bank University and as Head of School of Health Sciences at the University of Ulster. David obtained his PhD in social policy from the University of Southampton in 1993 and has held four Secretary of State appointments, including appointments to the UKCC and NMC. He has been a Governor of three NHS Foundation Trusts in London. He recently held an Honorary Appointment with Imperial College Healthcare NHS Trust as Associate Director of Nursing. He is a Fellow of the RCN and received a CBE in the 2010 Queen's Birthday Honours List for 'Services to Health Care'. David is a Non-Executive Director with the Central London NHS Community Healthcare Trust and an Associate Non-Executive Director with Buckinghamshire NHS Hospitals Trust. David retired from his position at Buckinghamshire New University in 2013 but remains as Emeritus Professor and Strategic Advisor to the Vice Chancellor. David holds appointments as Primary Care Adviser to Health Education England in London and to the NHS in NW London. He recently held appointment with the University of London/HEE Deanery as Associate Assistant Director in Primary Care. He is also a Trustee to the Burdett Nursing Trust and a Patron to CHOICE Support in London.

Professor Sines said,

'I am delighted to be asked to undertake this critical role. In my previous role of coordinating inputs from the large number of stakeholders involved in the sector there was overriding agreement of the need for a regulatory body. Establishing such a body will be complex and take a little time but with the continuing support of all parties I am confident we can move ahead.'

'I am looking forward to working initially with the Chair of the BACN and President of BCAM who have jointly led a process to put embryonic structures in place. My job now is to facilitate this process and produce something that can gain the support of all interested parties and most of all the confidence of patients and the general public.'

Sharon Bennett – Chair of the BACN said,

'The appointment of Professor Sines demonstrates the seriousness of this proposal and the BACN is delighted to be working with him to turn initial proposals into a workable and sustainable entity.'

Paul Charlson – President of BCAM said,

'The BCAM is delighted to be working with the BACN and Professor Sines on this critically important initiative'.

The project initiation period for this programme is 12 months and the initial coordination of activity is being undertaken by Professor Sines supported by Paul Burgess, BACN CEO. It is anticipated that the team working on this will be expanded as the project gains momentum.

Paul Burgess – CEO – BACN said,

'The basic structures and ideas are in place for the development of the JCCP, we now need to turn this into reality. I shall be supporting Professor Sines, Sharon Bennett and Paul Charlson by doing the day to day coordination of activity. We are looking for support from the Department of Health and the industry to take this critically important initiative forward. We are happy to receive offers of support from all parties of both a financial and non-financial nature so please contact us'.

All initial contacts will be dealt with by Paul Burgess in order to ensure effective coordination in terms of response but the process will be overseen by Professor Sines working with Sharon Bennett and Paul Charlson. Once the initial phase of fundraising and the establishment of some basic infrastructure is complete the circle will be enlarged in terms of involvement.

Key Contacts

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and BCAM

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For Key Support Documents

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‘The Department of Health and Health Education England (HEE) are encouraged by the recent announcement that the British Association of Cosmetic Nurses (BACN) and The British College of Aesthetic Medicine (BCAM) have agreed to work together on the establishment of a Joint Council for the non-surgical aesthetics sector. The stakeholder consultation facilitated by HEE, following the publication of the Keogh Report, raised the possibility of such a body being established, and both the Department of Health and HEE would like to support this idea in principle, recognising that for it to be credible it would need to have widespread support from stakeholders, including the wide range of practitioners involved in delivering non-surgical treatments’.

Source – Department of Health