



CATEGORY OF PAPER					
Specific action required:		Provides Assurance:	✓	For Information:	

Board of Directors' Meeting – 25/10/2018						
<b>Report title:</b>	Communications & Engagement Strategy – implementation plan					
<b>Purpose of report:</b>	To provide an implementation plan in support of the communications and engagement strategy					
<b>Key issues:</b> <i>(key points of the paper, how this supports the achievement of the Trust's corporate objectives, overview of risk implications, main risk details on page 2)</i>	<p>This plan aims to address questions and points raised at the Board meeting of July 2018:</p> <ul style="list-style-type: none"> <li>• Indicate all activity, timescales and those responsible for delivering the aims of the communications &amp; engagement strategy</li> <li>• Specifically show timescales and actions planned for work on the website; winter pressures; RPIW on reviewing communications' channels and content; activity relating to the charitable funds.</li> </ul> <p>This work plan supports the key elements of the strategy, which set out the key narrative for the ambulance service story. This was set by the North East Urgent and Emergency Care Network, which can be summarized as:</p> <ol style="list-style-type: none"> <li>1. Provision of the right care closer to home; but with a fast responsive service to immediate treatment for those who need it</li> <li>2. Shift perceptions of ambulance performance from a time-based measure to one of patient/clinician expectations and outcomes</li> <li>3. Support the ambulance service as a mobile health-provider working in multi-disciplinary teams across the North East health economy.</li> </ol> <p>This narrative is underpinned by one of three key drivers within the communications and engagement department:</p> <ol style="list-style-type: none"> <li>1. Education on service use and delivery</li> <li>2. Information on service changes and developments</li> <li>3. Providing assurance on service delivery</li> </ol>					
<b>Issue previously considered by:</b>	Executive Team. Executive directors' cycle of business reviews communications and engagement activity on a quarterly basis.					
<b>Recommended actions:</b>	The Board is asked to consider and approve this work plan.					
<b>Sponsor / approving director:</b>	Chief Executive					
<b>Report author:</b>	Assistant Director of Communications & Engagement					
Governance and assurance						
<b>Link to Trust Priorities:</b> <i>(please tick)</i>	Organisational Sustainability	Improving Quality & Safety	Workforce & Investors in People	Clinical Care & Transport	NHS 111 & Clinical Assessment Service	Comms & Engagement
						X
<b>Link to CQC / KLOE:</b> <i>(please tick)</i>	Caring		Responsive	Effective	Well Led	Safe
	X		X		X	

<b>Link to Trust values:</b> <i>(please tick)</i>	<b>Pride</b>	<b>Strive for excellence</b>	<b>Respect</b>	<b>Compassion</b>	<b>Take responsibility &amp; be accountable</b>	<b>Make a difference – day in &amp; day out</b>		
		<b>X</b>			<b>X</b>	<b>X</b>		
<b>Any relevant legal / statutory issues?)</b>								
Legal issues regarding equality; data protection; Freedom of Information.								
<b>Equality analysis completed</b> <b>If this is not relevant please explain why:</b>	<b>Yes</b>		<b>No</b>		<b>Not Relevant</b>			
					✓			
This is not a policy or procedure; although the activities described within the work plan may be subject to an equality analysis								
<b>Key considerations</b>								
<b>Details</b>								
<b>Confirm whether any risks that have been identified have been recognized on a risk register and provide the reference number</b>								
Risks around staff capacity highlighted in the 2017 NHS staff survey, but mitigated with a high level of morale and commitment.								
<b>Please specify any Financial Implications</b>  <b>Please explain whether there are any associated efficiency savings or increased productivity opportunities?</b>								
Many of the projects and initiatives listed will either be funded through existing budgets or already have a business case secured to support the work. Further financial support will be needed for: <ol style="list-style-type: none"> <li>1. Replacement website hosting and support. This would only be necessary if the 2018 costs exceed the existing budget set in 2012.</li> <li>2. Replacement website with longer-term hosting and support. Business case is planned for 2019-20 onwards.</li> <li>3. Business case needed for social media enterprise platform.</li> <li>4. Business case needed for re-introduction of FT members newsletter</li> </ol>								
<b>Are any additional resources required e.g. staff capacity?</b>								
See above – subject to business case consideration								
<b>Is there any current or expected impact on patient outcomes/experience/quality?</b>								
Indirectly linked to patient experience through information, complaints and involvement and engagement.								
<b>Specify whether appropriate clinical and/or stakeholder engagement has been undertaken</b>								
Executive Team; Senior Manager Team; survey of NEAS staff for communications satisfaction and benchmark of internal communications with National Ambulance Communications Group.								
<b>Are there any aspects of this paper which need to be communicated to our stakeholders (internal or external)?</b>	<b>Yes</b>		<b>No</b>		<b>Positive</b>		<b>Negative</b>	
	X				X			
	<b>Proactive</b>		<b>Reactive</b>		<b>Internal</b>		<b>External</b>	
	X				X		✓	