

To:	Trust Board
From:	Lucy Ettridge
Date:	2 February 2016
Healthcare standard	

Title:	Communications and engagement Q3 2015/16 report										
Author/Responsible Director:	Lucy Ettridge/ Jan Sobieraj										
Purpose of the Report:	Provide Board with an oversight of corporate reputation from media coverage and a summary of internal communications and engagement activity in quarter 1, and communication and engagement plans for quarter 2.										
The Report is provided to the Board for:	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Information</td> <td style="width: 5%;"></td> <td style="width: 50%; text-align: center;">Assurance</td> <td style="width: 5%;"></td> </tr> <tr> <td style="height: 30px;"></td> <td></td> <td style="height: 30px;"></td> <td></td> </tr> </table>			Information		Assurance					
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Summary/Key Points:	<p>This report gives an overview of the first quarter's communications and engagement activity, and a summary of the planned activity for the following quarter.</p> <p>Overall, the Trust was mentioned in 176 stories in local, regional and national media. The majority was positive, was in the local press, and the majority was prompted by the Trust.</p> <p>The big stories last quarter were on norovirus, recruitment, and winter plans.</p> <p>The Trust is now reaching more people via social media.</p> <p>We continued to engage our membership on shaping the options on service reconfiguration as part of our clinical strategy.</p> <p>Plans for quarter 4 includes:</p> <ul style="list-style-type: none"> • Welcoming new Polish and Romanian nurses. 										

- National BBC news report on recruiting in the Philippines.
- Lincolnshire Echo features on male midwife.
- Day in the life features - A&E, maternity and porters.
- Launch a new regular video team brief with Jan.
- New quarterly engagement sessions with Jan on each site.
- Shortlisting, PR, and final event planning for staff awards in April.
- Launch of staff communications toolkit, including style guide and how to tips.
- Moving forward plans on involving patient reps in job interview panels - including training.
- Continuing engagement work around our clinical strategy/ LHAC with hard to reach communities on the east coast
- Considering changes to newsletter/ locality forums as a result of members' survey.
- Recruitment to more PLACE lite inspections and pathway reviews.

Recommendations:

For Board to discuss update and suggest content/ ideas for future reports.

Strategic Risk Register

Performance KPIs year to date

Resource Implications (eg Financial, HR)

Assurance Implications

Patient and Public Involvement (PPI) Implications

Equality Impact

Information exempt from Disclosure

Requirement for further review?