

**Pharmaceutical Services Negotiating Committee  
Communications and Public Affairs (CPA) Subcommittee  
Minutes for the meeting held on  
Wednesday 3rd February 2021**

Minutes of a meeting of the PSNC CPA Subcommittee held on Wednesday 3rd February 2021 at 11.15am.

**Members of CPA present:** David Broome, Tricia Kennerley (Chair), Clare Kerr, Sunil Kochhar, Jay Patel, Prakash Patel, Stephen Thomas.

**In Attendance:** Mark Burdon, Simon Dukes, Jessica Ferguson, Jas Heer, Sue Killen, Zoe Long, Melinda Mabbutt, Margaret MacRury, Janice Perkins and James Wood.

**Apologies:** Fin McCaul.

**Conflicts of interest:** None received.

**Minutes of the last meeting:** The minutes of the meeting held on 24th November 2020 were approved by the subcommittee. Zoe Long gave an update on the key actions as follows:

**Action 1 (apps):** this will be considered as part of the website upgrade work.

**Action 2 (CEO comms):** the CEO recorded a video blog in January and is aiming to do so on a monthly basis.

**Action 3 (external voices):** this will link in to the new comms/public affairs strategy.

**Action 4 (Brexit):** the office hosted meetings of the pharmacy organisations to align Brexit communications and the group will come back together should supply issues arise.

**Action 5 (MP work):** this is covered in the new comms/public affairs strategy.

**Action 6 (prospectus):** work on the prospectus will follow publication of the annual report which is imminent. The prospectus will cover years 1&2 of the five-year CPCF deal.

**Matters arising:** There were no matters arising.

**Item 1 - Communications and Public Affairs Strategy (Confidential)**

Zoe Long summarised the Communications and Public Affairs strategy set out in the agenda, setting out the aims and ambitions of this work and asking the subcommittee for initial feedback.

On current capacity, it was questioned whether the PSNC Communications Team is appropriately resourced to deliver this plan, suggesting that putting more resource into communicating about what the sector does would be a cost-effective spend for PSNC.

The subcommittee also discussed how the other pharmacy organisations (including AIM, CCA and the NPA, but also looking more widely at organisations like Numark) could be used to help deliver the strategy. The subcommittee agreed to work with their organisations to promote collaboration on PSNC's strategy, as it was acknowledged messaging should be consistent across the sector.

**Action 1: The office will collate the evidence we have for pharmacy's value to produce a short key messaging/asks document to inform our work and to share across the sector**

**Action 2: The office will convert the strategy and subcommittee feedback into a next steps action plan**

**Recommendation 1: The subcommittee recommended that all PSNC Members and Executive be asked to seek support from the other pharmacy organisations for the key messaging, asking for their help in sharing these messages proactively**

**Recommendation 2: The subcommittee recommended that the office explore options for increasing resource to enable full delivery of the media/public affairs strategy**

Item 2 - PSNC Annual Report 2019/20

The Annual Report is near completion. The subcommittee noted a missing job title but were happy with the draft presented and felt the report would be helpful.

**Action 3: Office to finalise and publish the annual report**

Item 3 - PSNC and LPC Websites Upgrade

ZL gave an update on the website upgrade, setting out a recent pitch from the office's preferred provider who have experience in dealing with networked organisations.

**Action 4: Office to finalise contract and begin the website upgrade project**

Item 4 – Pharmacy Communications

The subcommittee noted the paper in the agenda and there was a request to gather GP CPCS case studies.

Item 5 - Parliamentary Engagement and Public Affairs

The subcommittee noted the paper in the agenda and JF gave a verbal update on APPG plans to hold events on COVID vaccinations and then to seek support for their November recommendations.

**Action 5: Office to ensure that APPG activities support our public affairs strategy**

Item 6 - Any Other Business

None.