

Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee Agenda
Wednesday 2nd February 2022 at 3:15pm
Meeting to be held remotely via Zoom

Members: David Broome, Tricia Kennerley (Chair), Clare Kerr, Sunil Kochhar, Fin McCaul, Jay Patel, Prakash Patel, Stephen Thomas.

1. Welcome from Chair
2. Apologies for absence
3. Conflicts or declarations of interest
4. Minutes of the last meeting

Action

5. PSNC Objectives and Cross-Sector Work [Appendix 02/02/2022](#)
6. Immediate Priorities: Pharmacy Pressures and Year 4 Support (**Confidential**)
7. PSNC and LPC Websites Upgrade [Appendix CPA 04/02/2022](#)

Report

8. Pharmacy Communications and Media Work [Appendix CPA 05/02/2022](#)
9. Parliamentary Engagement and Public Affairs [Appendix CPA 06/02/2022](#)
10. Any other business

Subject	PSNC Objectives and Cross-Sector Work
Date of meeting	February 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Confidential (until joint plans agreed)
Overview	An update on cross-sector work and consideration of plans for joint 2022 projects
Proposed action(s)	The subcommittee is asked for views on the proposed next steps
Author(s) of the paper	Zoe Long and George Foote

PSNC Objectives and Cross-Sector Work

PSNC Objectives for 2022

At its planning meeting in November 2021, PSNC identified a number of objectives and challenges for the year ahead. These included:

- Continuing to raise workforce issues with Government, seeking financial help for contractors and also a flexible and supportive approach from NHSE&I on this issue;
- Seeking further funds for contractors in 2022;
- Exploring ways to free up capacity in the sector, taking into the account the huge efficiencies that pharmacies are already making; and
- Seeking full funding for 'walk-ins' through the Year 4 negotiations.

PSNC also considered the need for a further round of evidence gathering (this is now in progress) and the Committee has also discussed the need to start looking ahead to what happens after the five-year CPCF deal, and how we prepare for those critical negotiations.

Communications and Public Affairs Objectives

PSNC's external communications and public affairs work must focus on supporting these Committee ambitions for 2022. Broadly speaking, the objectives of our work this year will therefore remain to support our cases for more financial and other support for the sector by:

- Highlighting the value of community pharmacy and building advocates for the sector;
- Showcasing the potential that community pharmacy has to do more; and
- Warning about the financial and capacity constraints within the sector, as well as the impact of workforce challenges.

The subcommittee considered detailed tactics to achieve these aims at a workshop in October and progress, as well as next steps, is reported below in [Appendix 05/02/2022](#) and [06/02/2022](#). Key current activities alongside our contractor communications work include ongoing work to brief Parliamentarians on the latest successes and challenges in the sector; work to bring third sector contacts up to speed on community pharmacy services; national media work to highlight the value of the sector and the challenges it is facing; and lobbying work seeking to influence the Health and Social Care Bill. [Confidential Appendix 03/02/2022](#) considers in more detail next steps on highlighting the pressures that pharmacies are under and how we can best support the case for full funding for 'walk-ins'.

Cross-Sector Communications and Public Affairs Work: Proposals

Recognising the need to ensure that the sector's external communications and public affairs work has as much impact as possible, we are continuing to work closely with the other national pharmacy organisations. To help facilitate this, on top of our regular catch-ups with their teams, in January we invited the communications and public affairs teams from AIM, CCA, NPA and RPS to a brainstorming meeting. At the meeting we all shared objectives for the year ahead, reflected on recent joint work that had worked well (and not so well) and considered how we could best work together in 2022.

Key reflections on previous joint work included that the following tactics had worked well in the past:

- Joint briefing papers for MPs
- Joint work ahead of elections – pharmacy manifesto work
- Shared events to engage positively with charities and other potential advocates
- Shared noise-making days (via social media and the local/national press)
- Shared Parliamentary events
- APPG work

Conversely, we have proved less successful in coordinating joint national media work, with joint press releases rarely gaining any coverage. Broader key messaging initiatives have been helpful, whilst rarely leading to clear outputs. And cross-sector joint set-piece meetings (eg with Ministers) have often proved difficult to coordinate.

Looking ahead, the group identified a number of possible actions which, subject to further reflection and agreement of the other bodies, we now hope to explore and scope with them in more detail:

- Arranging roundtable events with different patient groups to discuss their thoughts about pharmacy, its work during the pandemic, and its future. These would have the dual purpose of building advocates for the sector, and allowing us to hear feedback on what the public and patients think of the sector and its future.
- Considering whether any social or local media action days could be helpful in 2022, and what the focus of these might be.
- Discussing the potential for some joint events in Parliament later in the year (COVID permitting). These have worked well in the past and can reach significant numbers of MPs with key messages.
- Discussing cooperation at party conferences later in the year.
- Working on joint MP briefings on suitable topics throughout the year.

We believe that all of the above activities, if given the right focus, could contribute towards key PSNC ambitions this year. As a first step we would like to work on a cross-sector MP briefing on workforce, to coincide with an upcoming APPG meeting on the topic. We believe that third sector roundtables thinking about how pharmacy can help to support the NHS as we look towards recovery from COVID-19 would help us to reconnect with potentially powerful advocates for the sector. And we would like to revisit our plan for joint a Parliamentary briefing event on the hypertension case-finding service, or consider whether there are other topics we would like to talk to MPs about via an in-person reception.

The All-Party Parliamentary Group on Pharmacy (APPG)

The APPG is currently engaged in work related to its ongoing inquiry into ‘The future of pharmacy in the wake of COVID’. The ultimate aim of the inquiry is to produce a manifesto. As a first step in its latest inquiry the APPG held an evidence-gathering session in December on ‘Making the most of pharmacy in primary care (unleashing the potential of pharmacy in new Integrated Care Systems)’. The next session will focus on the current workforce challenges: ‘Pharmacy workforce: recruitment, retention and professional development’ and will be held on Tuesday February 22nd.

MPs and the Health Select Committee

We continue to meet with the other pharmacy bodies on a weekly basis to discuss current public affairs priorities in each organisation. Communications teams meet once a fortnight. Most recently we have been following the progression of the Health and Care Bill through Parliament and thinking

about what collective actions the group can take to further the sector's objectives. We also regularly discuss our approach to written submissions to consultations and Parliamentary inquiries to ensure we are all giving aligned messages, and to consider whether there is any scope for joint responses. And we continue to explore joint communications to the sector, with the most recent joint statement being on workforce.

Subcommittee Action

The subcommittee is asked to consider:

- Should PSNC continue to explore the proposals for cross-sector working on roundtables, Parliamentary events, and social media/communications days?
- Are there any further comments on the proposed focus of these – how can we best focus them to support our objectives?
- Are there any topics we can flag now as likely candidates for MP briefings?
- What other joint work could help to support our objectives for 2022?

Subject	PSNC and LPC Websites Upgrade
Date of meeting	February 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on the PSNC and LPC websites upgrade project: soft launch of the new PSNC website is imminent and half the LPC websites have now begun or completed their rollout process.
Proposed action(s)	Please share feedback on the progress to date and planned approach for the next stage.
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

PSNC and LPC Websites

Introduction

Work to upgrade both the PSNC and LPC websites continues with Make, with the objectives to make our websites more robust and easier for visitors to navigate, and easier for us to manage (including giving PSNC more flexibility on its site). This paper provides an update on both projects, which are being run in parallel. The first section of the paper outlines the progress made so far in upgrading PSNC's website, and second reviews the progress made on rolling out upgrades of the LPC sites.

Section One: The PSNC website

Progress report

We have been continuing to work with Make to plan for the launch of the new website. With thousands of pages to transport over, some of them into new locations within our improved site map, this has been a significant task. Make have worked to develop a process to ensure that content isn't lost on the new website. This includes implementing numerous re-directs from the old to the new menu structures, and it incorporates some learning from the early LPC website upgrades.

Next Steps

The new PSNC website is on course to go public in early February 2022. This will be a soft launch – i.e. a period of dual running where visitors can use either the old or new versions of the website – as is standard for websites of this scale. This dual-running period allows for real-time user testing, and gives the team at PSNC time to ensure that everything is working as expected before the existing website is switched off. Make has recommended that this period lasts for approximately a month to give us adequate time to both identify and resolve any issues. This will give PSNC teams time to review how their webpages appear on the new site and add in any of the new functionality we now have.

Designing the new PSNC homepage

A key part of every website is its homepage. As such, we have given this considerable thought and are working on several homepage options. These options purposely make use of some of the different features that are now available on the website including:

- A news bar in which we can manually fix the lead story – this allows us to 'pin' key stories on the homepage if we need to;
- Newly designed Briefings and Events carousels;
- New blocks to allow us to highlight specific pages and hubs; and
- The ability to have a 'most read' selection of new stories on the homepage.

One of the advantages of our new website is that we will be able to change the homepage as and when we need to – this could include switching between different designs, if we have a good reason to do so e.g. a really significant announcement has been made that we wish to prioritise.

Screenshots of some of the final homepage design options under consideration are on the following pages (please note, the content on these pages has been randomly selected and is for reference only).

Homepage C

PSNC Pharmaceutical Services Negotiating Committee

Hello, What are you looking for?

not a pharmacy [Use these resources](#)

[Quick Links](#) [PSNC & Negotiations](#) [Funding & Reimbursement](#) [Dispensing & Supply](#) [National Pharmacy Services](#) [Quality & Regulations](#) [Digital & Technology](#) [LPCs & Local](#)

Value of Pharmacy Animation

Showcasing the incredible work of community pharmacies and how it benefits patients and the NHS

[Read More](#)

[COVID-19 Hub](#)

[PQS Hub](#)

[Price Concessions](#)

[CPCS](#)

National Pharmacy Services News

[See all services news](#)

Point of care testing in community pharmacies guide
NHS England and NHS Improvement (NHSI) have published guidance to support commissioners and community pharmacy contractors to develop clinical services that utilise point of care...
[20th January 2022](#)

Have you received your weight management health campaign materials?
Community pharmacy contractors should have received their campaign materials last week for the weight management health campaign, which is the third mandated campaign agreed for...
[19th January 2022](#)

Over 22 million COVID vaccines delivered by community pharmacy
More than 22 million jobs have been delivered by community pharmacy-led COVID vaccination sites in the past 12 months. Pharmacies have been central to the Government's...
[14th January 2022](#)

Dispensing & Supply News

[See all dispensing news](#)

Contractor Notice: Expiry of SSP014 for Salazopyrin® EN-Tab 500mg
The Department of Health and Social Care (DHSC) has confirmed that sufficient stock of Salazopyrin® EN-Tab 500mg is now available to meet normal demand. As a...
[21st January 2022](#)

January 2022 Price Concessions 3rd Update
The Department of Health and Social Care (DHSC) has today (20/01/2022) granted the following list of price concessions: Drug Pack size Price Concession Amisuluride 100mg...
[20th January 2022](#)

Medicine Supply Notification: Bambuterol (Bambec®) 10mg Tablets
Department of Health and Social Care (DHSC) has issued a medicine supply notification for Bambuterol (Bambec®) 10mg Tablets MSN/2022/002 Tier 2 – medium impact...
[19th January 2022](#)

IPC guidance still applies to pharmacies
Following yesterday's government announcement that from next Thursday (27th January 2022) face coverings will no longer be mandatory in public places, pharmacy teams are reminded...
[20th January 2022](#)

HEE workforce survey results published
NHSX (NHS Digital) has published the results of the community pharmacy workforce survey undertaken in early 2021. Download the 2021 workforce survey report HEE...
[20th January 2022](#)

Point of care testing in community pharmacies guide
NHS England and NHS Improvement (NHSI) have published guidance to support commissioners and community pharmacy contractors to develop clinical services that utilise point of care...
[20th January 2022](#)

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Section Two: LPC websites

Progress report

We are half-way through our four LPC website development waves and pleased to report that all the LPCs in the first wave, and most of those in the second, have gone live with their new websites. A progress report has been shared with LCS. Below are links to just some of the new LPC websites that are now live. These give a flavour of both the similarities and differences between the websites.

- <https://avon.communitypharmacy.org.uk/>
- <https://www.cambsandpeterboroughlpc.org.uk/>
- <https://dorset.communitypharmacy.org.uk/>
- <https://hertslpc.org.uk/>
- <https://liverpool-lpc.org.uk/>
- <https://swindonwiltshire.communitypharmacy.org.uk/>

Improved rollout process

Following some issues with the launch of the early LPC websites last year and the consequent improvement of the website designs and upgrade process, the Communications Team have taken on a caretaker approach providing additional one-to-one support to help LPCs with the upgrade process. By taking a more active role, we are able to provide a more tailored approach to support and faster response times, allowing Make to focus on the template set-ups and (for those on premium packages) website builds.

A key piece of work has been for Melinda and Jamie to re-map the menu items of LPCs' current websites in line with recommendations from PSNC's Contractor and LPC Support Team for the new sites. Whilst only offered as suggestions and therefore open to variation, most of the LPCs who have gone through the process so far have readily adopted the recommended menu headings.

As each go-live wave approaches, for every LPC in that wave we schedule a one-to-one meeting with the relevant member of the LPC team involved in the upgrade. During this meeting, the LPC is given a demonstration of the new template LPC website homepage, including the new features that are available. We also walk them through our suggestions on how the menu items on their current website could be mapped to PSNC's recommended menu headings. A spreadsheet of that re-mapping exercise is sent on to the LPC afterwards for approval.

Once an LPC confirms that they are happy, the rest of their website is ready to be set up. If the LPC is on a premium support package, Make proceeds to set up the rest of the website according to the LPC's advice. However, if the LPC opted for the free support package, they are tasked with going away and completing the set-up for themselves.

Melinda and Jamie have made themselves available to help LPCs throughout this process, and have responded to countless queries from these LPCs as well as providing proactive advice, guidance and support, all of which is being updated as more learnings come through.

Further support available to LPCs

To further support LPCs with building and editing their new websites PSNC's Communications Team, in association with Make, has published a range of resources, including the following:

- [Best Practice Guide](#)
- [FAQs](#)
- [LPC Support Portal](#)

Next steps

We are in the process of contacting all LPCs in the third development wave to arrange introductory calls about their new websites and the rollout process. Wave 3 has a target go-live date of 4th February and wave 4 has a target go-live date of 25h February. As with the previous waves, we have built time into the schedule to allow for possible delays due to staff shortages or any technical hiccups.

Ahead of these waves, we have taken learnings from the LPCs we have worked with so far to help develop some additional guidance documentation on editing the key elements of their new website: the global settings, menu and homepage. This will be released to LPCs shortly as part of a lengthier email update for all LPC website administrators.

Finally, it is worth noting that developing a website is an iterative process and they are never truly finished. As such, PSNC's Communications Team is planning to launch a series of hints and tips newsletters on the new LPC website templates. These newsletters will highlight and advise LPCs on making the most of the various new features on their website.

Subcommittee Action

Subcommittee members are encouraged to share any feedback on the progress to date on both the PSNC and LPC websites.

We would welcome comments on the developing designs for the PSNC website homepage, and any feedback that Members have had from LPCs.

And we would be delighted to hear from any subcommittee members interested in helping us to test the new PSNC website when it goes live.

Subject	Pharmacy Communications and Media Work
Date of meeting	February 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on PSNC's communications with contractors, pharmacy teams and LPCs, including our digital statistics reports, and a report of national and pharmacy media work.
Proposed action(s)	None
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

Pharmacy Communications and Media Work

Introduction

This paper provides an update on work to communicate with community pharmacy contractors, pharmacy teams and LPCs. It also contains monthly statistics on PSNC's digital communications and an update on both trade and national media work. It reports recent actions as well as highlighting some next steps.

Proactive Communications

Following the PSNC Planning Meeting in November, we worked to summarise the key topics, and to highlight to contractors the work that PSNC is doing and plans to do in the coming months. [A contractor article and summary of the meeting were published.](#)

The Policy Team have also issued the following blogs to help showcase PSNC's work and to speak directly to contractors on the issues that matter to them:

December blog: Alastair Buxton reflected on the November PSNC Committee meeting and on the difficult situation facing contractors and community pharmacy teams. Alastair reaffirmed PSNC's position that the sector needs further investment and help to free up capacity.

January blog: Zoe Long reflected on the success stories and the difficulties of 2021 as well as the significant challenges facing contractors in 2022. The blog also asks contractors to spare a few moments to complete PSNC's Pharmacy Pressures Survey.

Working alongside other policy teams, we have issued a range of communications to contractors to highlight key work that PSNC has done on their behalf (e.g. [the extension of the PQS deadline and other measures](#)) and to highlight ongoing work to address key issues in the sector (e.g. [the joint statement on workforce](#)).

We have also published proactive stories on our work to press Government to offer pharmacies more support through the very busy winter period:

<https://psnc.org.uk/our-news/psnc-urges-government-to-support-all-pharmacies-through-covid-19-booster-push/>

<https://psnc.org.uk/our-news/covid-boosters-urgent-discussions-on-pharmacy-pressures-continue/>

<https://psnc.org.uk/our-news/psnc-presses-for-covid-booster-role-and-lft-resolution/>

We have continued to promote the PSNC Annual Report through newsletters and on social media and we will begin planning for the 2021/22 Annual Report in March this year.

The next significant proactive communication about PSNC's Work will be on the CPCF Annual Review as discussed by the subcommittee in December. We have worked hard to balance the need to show the clear positives from the Review process with the disappointment of the Committee that it did not lead to more immediate tangible outcomes for contractors. Publication of our communication, commentary from Negotiating Team Members and a summary of the data PSNC submitted as part of the Review process is now imminent.

Further next steps will be to continue with the publication of blogs and video blogs to contractors, and to publish communications following the February meeting of PSNC.

Lateral Flow Devices

Following the Prime Minister's announcement of a rapid upscaling of the COVID-19 booster campaign before Christmas, demand for lateral flow devices from pharmacies soared. Throughout this period the Communications Team worked closely with the Services Team as they pressed the UK Health Security Agency (UKHSA) on supply matters to ensure that contractors were kept up to date. The PSNC Leadership Team held an urgent evening meeting with LPC Chief Officers to ensure that they were updated on the situation. We also worked together on national media coverage – this included getting a front-page Daily Telegraph story as reported below, and working proactively with several journalists to get stories which sought to highlight the hard work pharmacies were doing and the pressure they were under.

Supporting PSNC Evidence-gathering

In the past fortnight we have launched both a Pharmacy Pressures Survey and the PSNC Advice Audit 2022. Both of these have required significant communications support, with newsletter and social media promotion ongoing, and you can read the launch stories here:

<https://psnc.org.uk/our-news/take-part-in-psncs-pharmacy-priorities-survey/>
<https://psnc.org.uk/our-news/pharmacy-advice-audit-please-take-part-in-2022-audit/>

Supporting other PSNC teams

The Communications Team continues to support other PSNC teams by promoting key news, information and reminders through the daily email newsletter (now sent on three days each week) and social media. Work since the last subcommittee meeting has included supporting:

- The Services and Regulations Teams in announcing a package of measures to help ease the immediate pressures on community pharmacies;
- The Services Team in communicating important updates on the LFD stock situation; and
- The Regulations Team with announcing the start of the 2022 Pharmacy Access Scheme and its review process, and updating PSNC's practice leaflet template.

Pharmacy press queries

December saw a significant increase in our usual number of press queries, particularly from the national media. The majority of this related to the supply problems with lateral flow tests. As a result of our proactive media work and these enquiries, PSNC was quoted in 17 national media stories, as well as giving 2 video interviews (with BBC News and Sky News). We also contributed to 23 pharmacy press stories.

The pharmacy press remains keen for PSNC to comment on the growing number of pharmacy staff absences and temporary closures due to COVID-19 and have also run stories on how much a pharmacy Minor Ailment Scheme could save the NHS (based on figures given in PSNC's response to a Health Select Committee inquiry into the future of General Practice). Other enquiries have related to the impressive 22 million COVID vaccinations delivered by pharmacy in the last year and the Pharmacy Minister implying that discussions on a 'Pharmacy First' model (i.e. self-referral into the Community Pharmacist Consultation Service) were already underway.

National media work

Following the PSNC meeting in November and in advance of Year 4 negotiations beginning we ramped up work to seek national media coverage of community pharmacy. The objectives of this were both to highlight the value and potential of the sector, and to make clear the pressures that pharmacies are under. Initial steps included a press release on pharmacy winter pressures – this was picked up by the Sunday Times but unfortunately the story was repeatedly spiked, and it also helped us to brief You

and Yours on a radio piece which eventually ran just before the New Year, featuring the NPA. We also issued a press release highlighting how more pharmacies could support the COVID vaccination programme and this led to a story in [the Daily Telegraph](#).

In December, when the Government changed its recommendations around the use of lateral flow tests, public demand skyrocketed, and supplies struggled to get through fast enough. With community pharmacies being highlighted as one of the key avenues of distribution, the media had a keen interest in the sector. We capitalised on this by briefing Daily Telegraph reporters – who wanted to know why pharmacies did not have enough LFT supplies – on the situation and this resulted in a front-page story leading on PSNC’s ongoing discussions with UKHSA.

Further media interest followed and we were able to respond to this, and to issue a number of press releases and comments, seeking to highlight the pressure that pharmacies were under. We used this as an opportunity to talk not only about the difficulties in ordering LFTs but also the wider workforce and capacity struggles that the sector was facing – and a call for people to treat pharmacy staff with respect. We were also able to develop good new relationships with a number of journalists, as well as strengthening some of our existing contacts.

A round-up of the national media coverage PSNC achieved on COVID tests in December is shown below.

Publication	Story
The Telegraph	No extra rapid Covid tests for pharmacies as cities run out
iNews	Lateral flow tests: Covid test shortages pile pressure on pharmacy teams ‘who are facing abuse from customers’
The Mirror	Lateral flow test chaos continues as 'powerless' pharmacists facing abuse over shortage
The Telegraph	Pharmacies told to use 'try again tomorrow' posters
Daily Mail	Pharmacies are issued with posters telling customers to 'try again tomorrow' if they have run out of Covid rapid lateral flow tests as shortages continue
iNews	Lateral flow tests: Covid test kits not delivered to UK’s largest pharmacy supplier despite rising demand
The Mirror	Pharmacy staff facing 'abuse from angry customers' over Covid test shortages
The Telegraph	Christmas testing strategy in chaos as pharmacies run out of lateral flow kits
The Times	Shortage of lateral flow Covid tests put Christmas plans at risk
Express	Nightmare at Christmas! Lateral flow test shortage causes anger around Britain
Daily Mail	Lateral flow tests are this year's must-have Christmas item': Brits are STILL unable to get their hands on Covid test kits - as experts warn they must do a swab HOURS before seeing family
iNews	Lateral flow tests: Pharmacies in England did not receive any Covid test deliveries for four days at Christmas
Financial Times	Covid test shortages persist as UK case numbers soar to new record
iNews	Covid test shortage threatens New Year’s Eve plans and leads to pharmacists being verbally abused
The Guardian	Javid urged to prioritise Covid tests for NHS workers or risk patient harm
BBC News	Pre-recorded interview for BBC News at Six
Sky News	Live interview for Sky lunchtime news

Next steps on national media work are covered in [Appendix 03/02/2022](#).

LPC Communications and Support

PSNC's Communications Team continues to work closely with the Contractor and LPC Support Team. Here is a round-up of that joint work to communicate to LPCs in recent months.

LPC News

The Contractor and LPC Support Team at PSNC produces a monthly newsletter for LPC Chief Officers and their teams. The schedule for these in 2022 has been agreed, and information on the open and click rate for the editions of LPC news published since March 2021 is included below. Alongside the monthly LPC newsletter, we also occasionally publish LPC News Alerts; these too are included in the table below for reference.

Date	Day	Time	Subject	Opens	Clicks	Clicks to opens
24/12/21	Fri	10.40	LPC News: December 2021	47.5%	12.2%	25.6%
29/11/21	Mon	18.12	LPC News: November 2021	38.2%	3.7%	9.6%
29/10/21	Fri	16.50	LPC News: October 2021	35.7%	3.2%	9.0%
07/10/21	Thu	21.04	LPC News: September 2021	42.8%	15.8%	36.9%
11/08/21	Wed	17.40	Summer LPC News	35.7%	5.9%	16.5%
02/06/21	Fri	9.40	LPC News: June 2021	34.9%	4.9%	14.1%
03/06/21	Thu	15.15	LPC News Alert: June 3rd	34.1%	4.2%	12.4%
01/06/21	Tue	13.58	LPC News: May 2021	32.6%	3.0%	9.3%
19/05/21	Wed	16.57	LPC News: Event Alert	35.7%	2.2%	6.2%
26/04/21	Mon	20:02	LPC News: April 2021	40.1%	3.4%	8.4%
26/03/22	Fri	17.02	LPC News: March 2021	37.9%	5.6%	14.8%
Averages each month				37.75%	5.83%	14.80%

Analysis of the above data shows that the open rate of PSNC's LPC Newsletters is significantly higher than the average open rate of newsletters sent by other healthcare organisations, which is currently 25.9%. The click rate of PSNC's LPC Newsletters is also similar to the average click rate of newsletters sent by other healthcare bodies.

Updates to the LPC Members' Area

In recent months the following additions have been made to the LPC Members' Area:

- The [resources](#) from the November 2021 meeting of LPCs and PSNC have been published, including updates and slides from some of the event sessions.
- A [provider companies webpage](#) has been published. This page explains what a provider company is, the benefits of establishing a provider company, the role of the LPC in setting up a provider company, and more.
- As part of PSNC's ongoing commitment to inclusion and diversity, we have produced a [holiday calendar](#) to ensure that future PSNC events are not held on the same day as a major religious holiday. This calendar includes the dates of the year's various religious festivals.

- A revised [template LPC expenses policy](#) has been published. This policy has been designed to ensure that LPC members and officers are appropriately reimbursed for actual expenditure incurred during LPC business.

PSNC digital communications reports (full reports overleaf)

December overview: The most popular topics in December 2021 were Price Concessions and the Pharmacy Quality Scheme (PQS). The PSNC updates on the availability of Lateral Flow Device (LFD) test kits were also popular. The largest peak in website numbers this month was on Wednesday 22nd December, the day PSNC published a news story about the changes to the payment levels for the Transitional Payment.

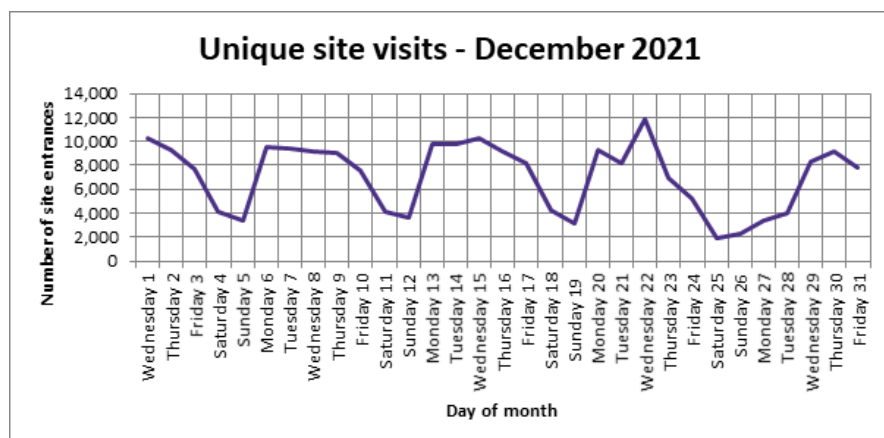
Conclusion

This paper has been created just for review; no action is required. However, subcommittee members are welcome to share their feedback or ask questions on any of the above.

December 2021 digital communications report

PSNC Website

Audience	December	November
Number of unique visitors (site entrances)	220,333	250,775
Number of unique pageviews	346,603	397,769



Pages	Views
Price Concessions	17,184
Pharmacy Quality Scheme	14,195
COVID-19 Lateral Flow Device Distribution Service	12,829
New Medicine Service	7,378
Controlled Drug Prescription Forms and Validity	4,713

News stories	Date	Views
Pharmacy Collect: Stock Update & Anon Collections	13 Dec	4,995
Pharmacy Collect: Stock availability & OOS poster	17 Dec	4,885
LFT availability: Update for pharmacy teams	14 Dec	2,987
Public Holiday Guide for pharmacies	30 Jun	2,936
PQS deadline extension & further measures	15 Dec	2,922

PSNC Briefings	Views
025/21: PQS: Summary of training requirements for 2021/22 Scheme	1,621
024/21: Reducing the climate change impact of inhalers: environmentally safe disposal	874
039/21: PQS – Asthma referrals	495
046/21: PQS 2021/22 Action & Evidence Portfolio Workbook	416
028/20: Pharmacy opening hours in 2021	351

Webinars/videos	Plays
GP CPCS animation	240
Future of pharmacy animation	22
DMS digital guide	17
Scope for regular SCR usage (extract from PSNC webinar)	11
Part 1 PQS 2020/21 digital guide	8

PSNC Emails

Mailing list	Opens	Clicks	Clicks to opens
PSNC Newsletter (averages)	34.52%	2.55%	7.37%
LPC News	47.3%	12.1%	25.5%

Social Media

	December	November
Twitter reach	64,788	58,234
Twitter interactions	2,884	2,303
Facebook reach	1,707	2,457
Facebook interactions	291	190
LinkedIn reach	5,258	5,900
LinkedIn interactions	14	283

Subject	Parliamentary Engagement and Public Affairs
Date of meeting	February 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of PSNC's Parliamentary engagement work since the last subcommittee meeting.
Proposed action(s)	None
Author(s) of the paper	George Foote

Parliamentary Engagement and Public Affairs

This paper presents an overview of parliamentary engagement and public affairs work since the last subcommittee meeting. Work has continued in line with the Action Plan outlined at the October CPA workshop, with recent progress made in briefing MPs, planning wider stakeholder events, responding to consultations and making initial contact with the Shadow health team.

Parliamentary Engagement Work

Health and Social Care Select Committee

As planned, PSNC submitted evidence to the Committee's Inquiry on the 'Future of General Practice'. Our published submission can be found [here](#). We used the opportunity to provide a wide-ranging piece of evidence to highlight to MPs the role that community pharmacies already do and could play in reducing pressure on General Practice. The submission continues to prove useful in briefing wider MPs and supporting LPCs with their MP engagement. A joint submission to the group's inquiry into workforce was also submitted by the Community Pharmacy Workforce Development Group.

We are now considering further ways to engage with Health Select Committee Members, including using content from our funding and capacity briefing, as well as a letter to the Chair.

Health and Care Bill

We continue to work with other national primary care bodies on a joint approach in engaging with MPs and Peers on the passage of the Bill through Parliament. We adapted our previous joint briefing and distributed to all known primary care supporters in the Lords in advance of the committee stage. We also supported Lord Hunt in tabling two amendments that seek to ensure that primary care sectors have a greater voice on both ICBs and ICPs. Our recent news story on this can be found [here](#). National pharmacy bodies, in our weekly public affairs call, have signalled their desire to increase joint work on this Bill. After the Bill has passed through Parliament, we plan to work together on ensuring that the NHS guidance on ICBs/ ICPs is in line with the sector's requirements.

MP Briefings

Using data from PSNC's submission to the CPCF Annual Review process, we have developed a very comprehensive Pharmacy Funding and Capacity Briefing. This document contains much data and information from the annual review submission, and we hope to use an adapted version as a useful aid in our discussions with politicians and others on the, often complex, issue of pharmacy funding pressures. The briefing will also be made available to LPCs to support their local conversations with MPs. We have also produced a winter update email for MPs, informing them of the current challenges in community pharmacy as well as highlighting the positive impact the sector is making, particularly on COVID vaccinations and in the distribution of Lateral Flow Tests.

Our next MP briefings are likely to focus on the outputs of our Pharmacy Pressures survey and the Advice Audit. They will support our immediate priorities re pushing for a walk-in service and highlighting the constraints that the sector is working under, as well as highlighting the value of the sector in providing ad hoc healthcare advice to millions of people every year.

We continue to brief MPs in preparation for health questions in Parliament, including distributing a list of suggested questions and offering support on supplementary questions. We have also written to

the Labour and Liberal Democrat health leads and hope to secure further engagement with them soon.

Supporting LPCs

Our offer to all LPCs to be involved in regional digital MP briefings remains open, and we are currently in the process of arranging an initial 6 events. With in-person parliamentary events still few and far between, we think these digital briefings will be useful for LPCs to increase engagement with politicians locally and provide the local picture, with PSNC also providing a summary of the national pharmacy picture.

We also continue to communicate closely with LPCs offering ad hoc help and support with any public affairs work they are engaged with. On request we can produce a constituency-specific briefing detailing pharmacy information and the prevalence of certain diseases locally, as well as briefings with tailored messages based on local issues. Recent examples include supporting LPCs ahead of meetings with Sarah Britcliffe MP and Rob Butler MP.

Hypertension case-finding drop-in event

Due to uncertainties with the ongoing COVID pandemic, a decision was made in December to postpone this event until the Spring/Summer. Huw Merriman MP, the original sponsor, agreed with this approach and reiterated his willingness to sponsor the event at a later date. We will decide on the best time to hold this event, and reaffirm what its focus should be, in the coming months.

Parliamentary Questions

MPs are continuing to regularly ask written questions in Parliament about community pharmacy and relevant topics. After discussions with PSNC, pharmacy supporter Elliot Colburn MP tabled three helpful written parliamentary questions below.

- To ask the Secretary of State for Health and Social Care, what plans he has to make further use of the community pharmacy network during the roll out of the covid-19 vaccination booster.
- To ask the Secretary of State for Health and Social Care, what assessment he has made of the potential role that the community pharmacy sector could play in helping to deliver covid-19 vaccinations in the event that regular boosters are required.
- To ask the Secretary of State for Health and Social Care, what assessment he has made of the potential increased pressures that community pharmacies will experience as primary care providers focus on the covid-19 vaccination booster programme.

In addition to this, the APPG secretariat has developed an engagement plan to increase the number of pharmacy-related parliamentary questions (both written and oral) that MPs and Peers table.

All-Party Pharmacy Group

As reported in [Appendix 02/02/2022](#), the APPG plans to hold its next evidence-gathering session on 'Pharmacy workforce: recruitment, retention and professional development' and this will be held on Tuesday February 22nd. Future events will focus on inequalities and patient safety and care. This will conclude the evidence gathering phase of the APPG's current inquiry at which point a manifesto will be written.

Wider Public Affairs Work

Charity briefings

We have progressed our plans to brief health charities, patient groups and think tanks on community pharmacy and hope to hold events. These sessions will provide an opportunity to brief these groups

on the current situation in community pharmacy, including challenges and new service provision. More generally, it will provide an opportunity to reconnect with these groups and build relationships to work together on shared priorities in the future. We will also look forward to hearing some of their views on pharmacy throughout the pandemic. We hope that outcomes of these events will include renewed and improved communications from some of these groups to their members, as well as helping us to strengthen advocates for the sector.

Supporting LPCs on ICB constitution responses

Some LPCs are responding to the proposed ICB constitutions in their area, a proposal laid out in the Health and Care Bill currently progressing through Parliament. PSNC has been working with primary care colleagues on amending the Bill and our joint briefings have provided some useful content for this. We are now working this into a template response for LPCs.

Pharmacy Prospectus

As changes to local healthcare draw ever closer, we are working to produce our suite of resources to explain the role of community pharmacy and its potential to do more locally. These resources will include an updated animation showcasing the value of the sector (using the outputs of the Advice Audit) as well as written and digital resources.

Subcommittee Actions

This paper is just for report, but we would welcome subcommittee feedback and questions.