

Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee Agenda
Friday 29th April 2022 at 3pm
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 and update on actions

Action

5. Pharmacy Vision and Influencing Plans **(Confidential)**
6. Parliamentary Engagement **(Confidential)**
7. PSNC and LPC Websites Upgrade **Appendix CPA 04/04/2022**
8. Annual Report 2021/22 **Appendix CPA 05/04/2022**

Report

9. Pharmacy Communications and Media Work **Appendix CPA 06/04/2022**
10. Parliamentary Engagement and Public Affairs **Appendix CPA 07/04/2022**
11. Any other business

Subject	PSNC and LPC Websites Upgrade
Date of meeting	April 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on the PSNC and LPC websites project as it moves into its final phase preparing for full launch of the PSNC website.
Proposed action(s)	Please share any feedback or comments on the Beta version of the new PSNC website.
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

Here's a selection of some of the specific positive comments sent:

- Easy to locate information
- It's been set out in a very useful way
- Good improvements. Easy to access & follow.
- Seems fast and user friendly
- Looks better and is clearer where to find things
- Very, very easy to use. Thanks to the people who designed it.

Unfortunately, very few of the people unable to find what they wanted on the website have given us any more information about what they were looking for, but we do have some specific bits of constructive feedback about how the menu bar is working we are working on with Make. We are also looking at ways to tweak our survey so that we can get more information about what the people unable to find things are looking for, so that we can make further adjustments and improvements.

The survey was created using a plugin called Hotjar. As well as offering this standard method of gathering feedback from website users, it also provides heatmaps to analyse popular (and unpopular) elements on webpages and recordings to see user journeys in action. We have begun with a basic level of user analysis but can increase this as time goes on. We can also amend our feedback survey or add new ones as we move through the soft launch period. Hotjar is likely to be beneficial after we have fully launched as part of ongoing feedback and analysis work too.

Promotion

We are raising awareness of the new website through a range of channels. This includes regular coverage in PSNC's email newsletters and on our social media accounts, a pop-up on the current website, a promotional piece on staff email signatures, and informing other key stakeholders. We will review these as we progress through the soft launch period to ensure sufficient levels of user testing are taking place.

Progress on LPC websites

The vast majority (45/50) of LPCs using the PSNC template websites have now gone live with their new sites, and both PSNC and Make are working closely with the few remaining LPCs to support them to go-live very soon.

A further five LPCs have begun (or are considering) the process to take up the new PSNC template website offer. This involved transferring across from a different Content Management System (CMS) and means that it is often more labour intensive with Make needing to manually transfer some content. As an example, North-East London LPC went live with their new PSNC template website just before Easter: <https://northeastlondon.communitypharmacy.org.uk/>

Ongoing support and maintenance

Once the testing and final pre-launch development phase for the new PSNC website is complete, the existing PSNC site will be archived and replaced with the new website. The archive site will ensure no content is lost as part of the transition to a new website. This content will be securely stored.

Maintenance contract

PSNC has now switched its website maintenance contract to be with Make agency (previously this was with EBI), who will cover ongoing support and development needs for both the PSNC and LPC template websites. The agreement includes a one-hour turnaround time for high priority issues, such as server downtime.

Analysis of user testing and feedback on the Beta site – and work to transition it from Beta to Alpha (i.e. full launch) – will be the primary focus for Make for the first month of the contract. They are also helping to redesign our branded communications templates, such as our email newsletters, to better fit with the new website.

PSNC staff support

To ensure everyone at PSNC is comfortable navigating and using the new site, a staff user guide has been produced, which includes clear directions on how to create and edit news stories and pages, and more, along with screenshots for illustration. This user guide is undergoing final checks and will be published imminently. An additional staff training session will also be run ahead of the full launch.

For day-to-day queries or problems with the website, Melinda Mabbutt and Jamie Gilliam will be the main point of contact for PSNC staff, escalating issues to Make where necessary.

Support available to LPCs

PSNC's Communications Team, in association with Make, has published a range of resources to support LPCs with building and using their new websites, including a [Best Practice Guide](#), [FAQs](#) and [LPC Support Portal](#). We will also shortly begin issuing monthly 'hints and tips' newsletters for LPC website administrators. These will aim to share website-related best practice and information to help LPCs make the most of their website's new functionalities.

PSNC's maintenance contract with Make includes support for the template LPC websites. For day-to-day queries or problems with the website, LPCs will be asked to raise tickets via an [LPC Support Ticketing Portal](#). Melinda Mabbutt and Jamie Gilliam will review these tickets first, escalating issues to Make where required.

Subcommittee Action

Subcommittee members are encouraged to share any feedback or comments they may have on the new (Beta) PSNC website, as well as any feedback that they have had from LPCs or contractors.

Any time that subcommittee members can spare to review the website between now and the middle of May would be greatly appreciated. We are very happy to hear your thoughts by email or in a phone call – please [email Melinda Mabbutt](#) to arrange.

Subject	Annual Report 2021/22
Date of meeting	April 2022
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	Initial work in preparation for PSNC's 2021/22 annual report.
Proposed action(s)	Reflect on the last annual report and consider topics for inclusion in this year's report.
Author(s) of the paper	Melinda Mabbutt

Annual Report 2021/22

Introduction

We are starting to think about compiling PSNC's 2021/22 annual report. As last year, we plan to draft and design in the spring/summer, followed by a short review stage allowing us to publish before the end of September. We have begun reviewing the most common topics identified in our monthly digital communications reports, but this is also a useful moment to reflect on the year just passed and to think about changes or improvements to the report.

Reflection on 2020/21 report

The 2020/21 annual report was published on 29th September 2021, covering the breadth of work being done to support pharmacies through the COVID pandemic and the evidence-backed work to promote pharmacy to external stakeholders and Government. The report included:

- **CEO and Chair Messages:** Commentary on the year
- **The year at PSNC:** A timeline of key achievements and developments
- **Promoting pharmacy:** How we promoted pharmacy over the year
- **COVID-19 response:** Securing the support, monies and tools that contractors needed
- **Delivering data driven evidence:** Organised capture of useful data from contractors
- **Annual accounts:** PSNC's financial statements
- **The year ahead:** Looking to 2021/22

The report was available in a fully digital format, including animations and videos, at: psncannualreport.com. There was also an online flipbook reader version and a printable PDF. Given the ongoing COVID-19 pandemic, we chose not to print hard copies to send to LPCs or take to PSNC events. We will need to decide what the best approach will be for distribution this year.

2021/22: Key content

As in previous years, the annual report will need to focus on the breadth of work that PSNC has done on behalf of contractors and to explain what we have delivered on their behalf. The primary audience for the annual report is the sector – contractors, but also LPCs – and the annual report needs to show the value that PSNC has delivered over the year. This is not the same as a document showcasing the value of community pharmacy, although we will try to include some information recognising how well the sector has done throughout the year and how hard contractors and their teams are working.

Topics for this year's annual report include:

Continuing COVID-19 impact: Including work on the supply of lateral flow tests and vaccinations through the autumn and winter.

Funding and reimbursement: Covering the COVID costs deal, the CPCF Annual Review and PSNC's funding bid, plus supporting the move to online submission of the FP34C document.

Negotiating new services: Covering support from PSNC at the start of the Discharge Medicines Service, the expansion of the New Medicine Service, and the introduction of new Smoking Cessation and Hypertension Case-Finding Advanced Services.

Building on our data: PSNC's Pharmacy Pressures Survey and 2022 Advice Audit.

CPCF Negotiations: Year 3 negotiations and Year 4 negotiations have begun.

CEO Change: Appointment of Janet Morrison.

Review Steering Group: Once we have the outcome of the contractor vote, we may need to consider what reference we give to this in the annual report. This may be best included in the section looking ahead to 2022/23.

Subcommittee Action

The subcommittee is asked to:

- Provide any reflections on PSNC’s contractor communications over the past year.
- Reflect on the 2020/21 report: what was good and what needs improving for this year?
- Consider possible topics for inclusion in the 2021/22 annual report:
 - Which elements of PSNC’s work are the most important to get across?
 - Do the proposed topics include these, and do they convey the breadth of PSNC’s work across the year?
 - Other than those listed above, are there any other topics we should include?
- Share any additional thoughts on preparations for the annual report, or on wider contractor communications.

Subject	Pharmacy Communications and Media Work
Date of meeting	April 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.

New Chief Executive

Janet Morrison was [announced as PSNC's new CEO](#) in February and took up the post on 1st March. Negotiations for year 4 of the five-year Community Pharmacy Contractual Framework (CPCF) deal began as Janet started, and this was a key topic for questions in the round of pharmacy press interviews and briefings that Janet carried out towards the end of March. This led to the publication of the following articles:

- [Pharmaceutical Journal | Community pharmacy may need to 'pause' advanced services, warns lead negotiator](#)
- [Pharmaceutical Journal | Janet Morrison: 'Closures aren't telling the whole story'](#)
- [The Pharmacist | Pharmacy will go 'backwards' if it stays on its current funding deal, says PSNC chief executive](#)
- [Chemist+Druggist | PSNC chief: Workforce pressures hinder pharmacy's move to service-led model](#)
- [Chemist+Druggist | Is a five-year contract still working for community pharmacy?](#)

Janet's first written blog outlined her initial impressions of the sector and was published at the end of March (see link below), with a video blog on the results of PSNC's Pharmacy Pressures Survey due imminently. Her first public address to the sector will be at the National Meeting of LPCs and PSNC on 12th May.

Proactive communications

CPCF Annual Review

Just as CPA last met, we published [our communications around the CPCF Annual Review](#) as had been previously discussed by the subcommittee. These balanced the clear positives from the process with the disappointment that it did not lead to more immediate tangible outcomes.

Alongside the detail and commentary from PSNC's Negotiating Team, we released some of the data that we had submitted as part of the review process. George Foote and Jack Cresswell led work to develop the excellent and comprehensive [Pharmacy Funding and Capacity Briefing](#) which informing our ongoing MP briefings and is available for LPCs and contractors to use in any advocacy work.

Negotiations commence

The start of formal year 4 (2022/23) negotiations was [announced](#) at the end of February. The timing is a little later than all parties would have preferred due to the volume of urgent COVID-19 work that the Government prioritised over winter. As has been the case in previous years, negotiations will remain confidential and we are considering all press queries on the topic very carefully.

Policy Team Blogs

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

February blog: Zoe Long reflected on the publication of the Government’s ‘Living with COVID’ strategy and what this means for pharmacies as negotiations on Year 4 of the Community Pharmacy Contractual Framework (CPCF) began.

March CEO Blog: In her first update to the sector, Janet Morrison reflected on what she had learned so far. Whilst being hugely impressed by the work of community pharmacy contractors and their teams, she is also keenly aware of the severe pressures they are under.

Evidence gathering work

Pharmacy Advice Audit 2022

During PSNC’s 2022 Pharmacy Advice Audit, the Communications Team encouraged contractors to participate and issued regular reminders – this was a significant task, but eventually led to more than 4,100 pharmacies taking part in the audit. Comms included messages in PSNC’s email newsletters, on our social media accounts, and a pop-up on the website. We also supported LPCs with template news stories and tweets for their own communication channels, and these were supplemented by a series of exception reports, providing progress updates for their areas.

The audit period was extended to give contractors more time to get involved in this important data gathering exercise, and we worked with the pharmacy press to give the audit a final push. An opinion piece from Director of Pharmacy Funding Mike Dent helped to generate some coverage:

- [The Pharmacist | Call for pharmacy teams to respond to PSNC audit](#)
- [Pharmacy Magazine | PSNC calls on PM readers to make the case for pharmacy this week](#)
- [Chemist+Druggist | PSNC: Time to prove pharmacy’s staffing and workload pressures to policymakers](#)
- [Pharmacy Business | PSNC APPEAL: Can you help make the case for community pharmacy this week?](#)

Pharmacy Pressures Survey

Some of the initial results of PSNC’s Pharmacy Pressures Survey were shared with CPA at our last meeting, but since then our Funding Team has analysed the final set of data and the Communications Team has pulled together resources and commentary on our findings. At time of writing, we expect national media coverage in the Guardian and the Daily Telegraph, and are preparing to publish the results to the wider sector. This will include a news story with a statement from the PSNC CEO, and a document summarising the findings. We then plan to follow this up with a video blog, social media infographics, and sending a related briefing to our target MPs a few days afterwards.

Supporting other PSNC teams

The Communications Team continues to support other PSNC teams by promoting key news, information and reminders through the email newsletter and social media. Work since the last subcommittee meeting has included supporting:

- The Services Team in raising awareness of the move to a ‘provider pays’ model for CPCS IT and in announcing another record year for pharmacy flu vaccinations.
- The Dispensing and Supply Team in communicating DHSC’s decision not to uplift the prescription charge on 1st April, whilst leaving the door open to do so later in the year.
- The Funding Team in announcing a review and appeals process for unpaid COVID cost claims.
- The Regulations Team in releasing guidance on unplanned pharmacy closures following the end of emergency provisions allowing for temporary closures.

Pharmacy press queries

The regular requests for comment or information from the pharmacy press continue (these average over 30 requests per month). Recent topics we have been asked about include: the increasing number of price concessions granted; the end of the Pharmacy Collect service (for LFT distribution); figures on flu vaccination and hypertension case-finding; NHS prescription charges; and the Government's new consultation on Hub & Spoke dispensing.

National media work

After public interest in the supply issues around lateral flow tests died down, PSNC began working with agency Luther Pendragon to generate positive media coverage of community pharmacy to help complement the work going on in negotiations. The results of PSNC's analysis on the value of pharmacy minor ailments services (and the potential for commissioning a walk-in service) were pitched to the Press Association who issued a press release leading to the following coverage.

Print coverage in these publications:

- Daily Express
- iNews
- The Daily Telegraph
- The Independent
- Plymouth Herald
- Huddersfield Daily Examiner

Online coverage as follows:

Publication	Story
The Telegraph	Feeling a bit under the weather? Here's why you should go to the pharmacy instead of your GP
Express	Appeal for more pharmacies to prescribe drugs
Evening Standard	Pharmacies could save NHS £640m a year by providing more minor ailments services
Yahoo News	Pharmacies could save NHS £640m a year by providing more minor ailments services
Public UK News	Pharmacies could save NHS £640m a year by providing more minor ailments services
Jersey Evening Post	Pharmacies could save NHS £640m a year by providing more minor ailments services
Yorkshire Post	Using community pharmacies more could save NHS £640m a year while easing pressure on GPs, sector leaders say
Largs & Milport News	Pharmacies could save NHS £640m a year by providing more minor ailments services
Redditch Advertiser	Pharmacies could save NHS £640m a year by providing more minor ailments services
The Northern Echo	Pharmacies could save NHS £640m a year by providing more minor ailments services
Pulse	Walk-in pharmacy service could save 40 million GP appointments a year, say negotiators

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. Information on the open and click rate for the January, February and March editions of LPC news is included below.

Date	Time	Subject	Opens	Clicks	Clicks to Opens
31/01/22	17:39	LPC News: January 2022	47.8%	11.7%	24.5%
28/02/22	18:13	LPC News: February 2022	41.6%	4.5%	10.9%
31/03/22	17:43	LPC News: March 2022	44.1%	3.0%	6.9%

Updates to the LPC Members' Area

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

- Two case studies demonstrating how LPCs can positively engage with their local Integrated Care System (ICS) have been added.
- The resources from the National Meeting of LPC Treasurers on Wednesday 16th February have been added.
- A page containing a progress update on the work of the Review Steering Group (RSG) has been added. The page includes the slide deck from the RSG LPC briefing event in March 2022 as well as a pre-recorded version of the briefing and associated materials.

PSNC digital communications reports (full reports overleaf)

February 2022 Overview: This month, the most popular topics were the Pharmacy Quality Scheme (PQS) and Price Concessions. Our largest peak in website numbers this month was on Friday 18th February.

March 2022 Overview: The most popular topics this month were Price Concessions and the Pharmacy Quality Scheme. PSNC's news story about the end of service preparations for the Pharmacy Collect service was also popular. Our largest peak in website numbers was on Wednesday 23rd March. This was the day PSNC issued its response to the Government's Spring 2022 Financial Statement.

Conclusion

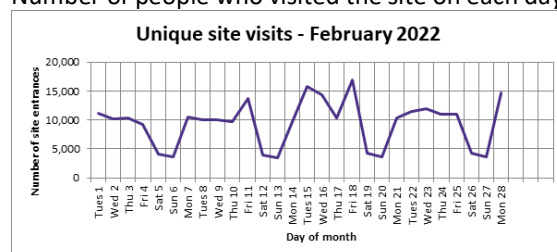
This paper has been created just for review; no action is required. However, subcommittee members are welcome to share their feedback or ask questions on any of the above.

February 2022 digital communications report

PSNC Website

Audience	Current month	Previous month
Number of unique visitors (site entrances)	263,597	250,257
Number of unique pageviews	420,119	403,264

Number of people who visited the site on each day of the month:



Most popular

Pages	Views
Price Concessions	29,387
Pharmacy Quality Scheme	23,933
Serious Shortage Protocols	14,907
New Medicine Service	9,612
Hypertension Case-Finding Service	7,435

News stories	Date	Views
Voluntary recall for Alimentum and EleCare powder formula (Abbott)	21/02/22	2,489
CPCS IT deadline approaching: Have you confirmed your choice of system?	31/01/22	2,340
Supply disruption alert: Champix (Varenicline) 0.5mg and 1mg tablets – Pfizer Updated	29/10/21	2,140
PQS deadline extension	21/12/22	1,703

The 2021/22 PQS – Making a start	12/08/22	1,583
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PSNC Briefings	Views
PSNC Briefing 025/21: Pharmacy Quality Scheme – Summary of the training requirements for the 2021/22 Scheme	2,202
PSNC Briefing 001/22: PSNC Pharmacy Advice Audit 2022 – Team Briefing Sheet	2,012
PSNC Briefing 024/21: Reducing the climate change impact of inhalers: environmentally safe disposal	1,205
PSNC Briefing 039/21: Pharmacy Quality Scheme – Asthma referrals	791
PSNC Briefing 002/22: Pharmacy Quality Scheme – Important dates for the diary (v2)	534

Webinars/videos (last 30 days from date comms report submitted)	Plays
NHS Digital Weight Management programme – demo referral	394
GP CPCS animation	110
Part 1 PQS – Digital Guide	27
Part 2 PQS – Digital Guide	27
Future of Pharmacy Animation	15
PSNC Policy Team Vlog – January 2022	13

PSNC Emails

Mailing list	Opens	Clicks	Clicks to opens
PSNC Newsletter (averages)	36.68%	3.80%	10.40%
LPC News	41.6%	4.5%	10.9%

Social Media

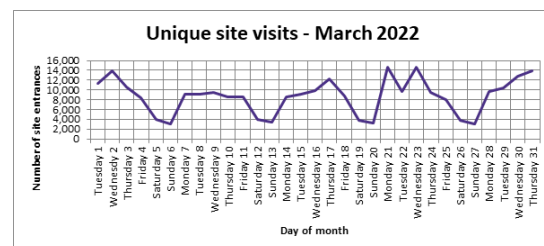
	Current month	Previous month
Twitter reach	72,982	68,216
Twitter interactions	2,655	2,816
Facebook reach	609	279
Facebook interactions	48	9
LinkedIn reach	2,299	N/A
LinkedIn interactions	10	N/A

March 2022 digital communications report

PSNC Website

Audience	Current month	Previous month
Number of unique visitors (site entrances)	269,296	263,597
Number of unique pageviews	431,969	420,119

Number of people who visited the site on each day of the month:



Most popular

Pages	Views
Price Concessions	24,745
Pharmacy Quality Scheme	15,201
Serious Shortage Protocols	10,478
New Medicine Service	9,880
Hypertension Case-Finding Service	8,302

News stories	Date	Views
Pharmacy Collect: End of service preparations	17/03/22	5,073
No change to prescription charges for April 2022	29/03/22	3,519
NHSE&I letter on flu vaccines for 2022/23	02/03/22	2,638
CPCS IT contracting arrangements will change on 1st April 2022	11/03/22	2,157

Supply disruption alert: Champix 0.5mg and 1mg tablet – Pfizer – Updated	29/10/21	2,012
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PSNC Briefings	Views
PSNC Briefing 053/17: Ten steps to improve cyber security within your pharmacy (Updated 2021)	1,474
PSNC Briefing 025/21: Pharmacy Quality Scheme – Summary of the training requirements for the 2021/22 Scheme	1,373
PSNC Briefing 001/22: PSNC Pharmacy Advice Audit 2022 – Team Briefing Sheet	826
PSNC Briefing 008/22: Guidance on the Smoking Cessation Service	663
PSNC Briefing 024/21: Reducing the climate change impact of inhalers – environmentally safe disposal	613

Webinars/videos (last 30 days from date comms report submitted)	Plays
NHS Digital Weight Management programme – demo referral	394
GP CPCS animation	110
Part 1 PQS – Digital Guide	27
Part 2 PQS – Digital Guide	27
Future of Pharmacy Animation	15

PSNC Emails

Mailing list	Opens	Clicks	Clicks to opens
PSNC Newsletter (averages)	38.95%	5.19%	12.32%
LPC News	44.0%	3.0%	6.9%

Social Media

	Current month	Previous month
Twitter reach	42,677	72,982
Twitter interactions	2,422	2,655
Facebook reach	342	609
Facebook interactions	25	48
LinkedIn reach	2,041	2,299
LinkedIn interactions	11	10

Subject	Parliamentary Engagement and Public Affairs
Date of meeting	April 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.

Spring Statement

We [responded](#) to the Chancellor's Spring Statement that he gave to the House of Commons on 23rd March. In our news article, we made clear our disappointment that there was no specific mention of community pharmacy.

Parliamentary Engagement Work

We have continued to brief parliamentarians via personalised and regional briefings on the funding and capacity constraints within the sector.

Supporting LPCs

We have organised and hosted three regional MP/LPC virtual briefings, with several more expected to be held over the coming months. These briefings take place on a region-wide basis, with several LPCs attending per session. The broad agenda of the sessions is as follows:

- Intros
- Contractor perspective (local picture)
- National picture for pharmacy (Zoe Long)
- Questions from MPs
- Local perspectives and discussions (at which point MPs go into breakout rooms with their LPCs).

We have had good feedback from these events from both attending LPC representatives as well as MPs. A total of 10 MPs have attended these briefings so far, with LPCs following up with other MPs across their regions.

Parliamentary Questions

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

- To ask the Secretary of State for Health and Social Care, whether he plans to tackle pressures faced by community pharmacies by increasing the size of the community pharmacy workforce.
- To ask the Secretary of State for Health and Social Care, if he will make it his policy to implement a long-term vision for the future of local pharmacies.
- To ask the Secretary of State for Health and Social Care, whether he plans to expand the role of pharmacy teams to support public health.
- To ask the Secretary of State for Health and Social Care, whether he has plans to ensure the clinical skillset of the community pharmacy workforce is more effectively utilised
- To ask the Secretary of State for Health and Social Care, how he intends to use local pharmacy teams to increase capacity in primary care.

The Minister's response was as follows:

Maria Caulfield (Con) (Lewes): We are currently negotiating with the Pharmaceutical Services Negotiating Committee on the expanded and additional services to be introduced in the fourth year of the Community Pharmacy Contractual Framework. The Framework sets out the ambition for community pharmacy to be further integrated to provide more clinical services, such as treatment for minor illnesses, to relieve pressures elsewhere in the National Health Service.

New clinical services already introduced include the Community Pharmacist Consultation Service, where staff in general practices and NHS 111 can refer patients to community pharmacies for advice and treatment of minor illnesses, blood pressure checks and the Discharge Medicines Service, providing patients recently discharged from hospital with support with their medication. All pharmacies are now also healthy living pharmacies requiring teams to be aware of local health issues and proactively promoting healthy lifestyles.

NHS England is investing a further £15.9 million over the next four years to support the expansion of frontline pharmacy staff in primary and community care, to provide increased access to educational, prescribing, and clinical training and development opportunities for post registration pharmacy professionals to meet the needs of patients and local communities.

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

The APPG recently held an event entitled: "Pharmacy – the Front Door of the NHS." This event brought together frontline pharmacy staff and Parliamentarians to discuss pharmacy's vital work in patient diagnosis, fighting health inequalities across the UK and exploring the often-underappreciated extensive list of vital services provided by pharmacies to communities up and down the country. Seven parliamentarians (or their offices) attended the event, including the PPS to DHSC.

The APPG is preparing to publish a manifesto of recommendations drawn from the inquiry sessions as well as the call for evidence. As set out in the above paper, we plan to submit further evidence to this inquiry.

Wider Public Affairs Work

Joint briefings and events

We continue to work closely with other sector bodies to coordinate joint work where we can. PSNC has recently led on a joint workforce briefing for parliamentarians with AIM (Association of Independent Multiple Pharmacies), CCA (Company Chemists Association) and the NPA (National Pharmacy Association). We have weekly public affairs meetings to keep each other up to date on current priorities as well as to scope out potential areas of future collaboration. As part of this joint work, the NPA have volunteered to draft a scoping paper on roundtable events with wider advocates, and we are in discussion about possible party conference activity for this year.

Fuller review

We plan to write to Claire Fuller who is leading on the Fuller stocktake which will look at how systems work with primary care and others to improve integration of patient care.

Party conferences 2022

At the moment, PSNC representatives plan to attend both the 2022 Conservative and Labour Party Conferences. Our reasons for attending party conference can be summarised as:

- Maintaining a pharmacy presence among MPs
- Networking opportunities with MPs and other stakeholders
- Conducting meetings and briefings with MPs whilst attending
- Engaging and influencing MPs

Now that, post-COVID, the events landscape is more certain, discussions are underway, including with other pharmacy bodies, to determine what our 2023 party conference presence might look like. Options include having a joint pharmacy exhibition stand, hosting a Parliamentary dinner, and running a panel discussion. We hope to provide a more detailed update later in the year.

Subcommittee Actions

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