

**Pharmaceutical Services Negotiating Committee**  
**Communications and Public Affairs (CPA) Subcommittee**  
**Minutes for the meeting held on**  
**Friday 22nd July 2022**

Minutes of a meeting of the PSNC CPA Subcommittee held on Friday 10th June 2022 at 3.00pm.

**Members of CPA present:** David Broome, Tricia Kennerley (Chair), Clare Kerr, Fin McCaul, Stephen Thomas.

**In Attendance:** Sam Fisher, George Foote, Jamie Gilliam, Jas Heer, Sue Killen, Zoe Long, Melinda Mabbutt, Rhys Martin, Has Modi, Janet Morrison.

**Apologies:** Received from Jay Patel, Prakash Patel and Sunil Kochhar.

**Conflicts of interest:** None received.

**Minutes of the last meeting:** The minutes of the meeting held on 10th June 2022 were approved by the subcommittee.

**Matters arising:** There were no matters arising. Updates on actions were given as follows.

**Action 1:** Communications have been drafted, but we are awaiting Government clearance, and final agreement on some topics, before we can proceed.

**Action 2:** Communications have been drafted and published.

**Item 1 - CPCF Year 4 – Contractor engagement**

- 1.1 A key theme of the RSG proposals was improving PSNC's engagement and dialogue with contractors. Zoe Long asked the subcommittee to consider how PSNC can improve its contractor engagement in future and what they felt contractors would find the most useful.
- 1.2 The difficulty of livestreaming future PSNC meetings given the need to avoid breaching the confidentiality of Government negotiations was noted. The way PSNC meetings are conducted – using roundtable discussions to explore and develop policy – would also make livestreaming difficult and not very informative for contractors. The subcommittee agreed that we need to increase the transparency of PSNC's work and decision making, but felt that contractors will only want to know more about topics directly affecting them (e.g. price concessions).
- 1.3 It was noted that PSNC meetings could have an open and closed session. Confidential matters could then be discussed during the closed session of the meeting. This would leave a very limited amount of content for livestreaming and so needs further thought – we should look at how other organisations are managing this. We also need to consider the fact that any changes PSNC makes to its meetings will likely need to be replicated by LPCs. Many contractors are more concerned about engaging with their LPC than PSNC.
- 1.4 There was a suggestion that PSNC could run educational sessions on key topics of interest to contractors. For example, we could give more information on how price concessions are calculated and how the national negotiations work.
- 1.5 Sue Killen suggested that contractors should be consulted on the types of engagement that they would like from PSNC in the future. Subcommittee members felt that contractors should be

consulted regularly (not just as a one off) about how they want PSNC to engage with them. Ideally this would be via quick temperature checks, not just lengthy surveys.

- 1.6 The subcommittee agreed that virtual ways of engaging with contractors were likely to be preferred to in person events due to the burden that face-to-face events places on the PSNC Office. The office could consider small numbers of regional in-person events though. Future PSNC contractor engagement events should be interactive and encourage contractor feed-in.
- 1.7 PSNC must work to improve its relationship with LPCs. One way of doing this would be to go back to inviting groups of LPCs to join part of the second day of PSNC committee meetings.
- 1.8 The CCA representatives on PSNC should also in future play an enhanced role in supporting the PSNC Regional Representatives. And we may like to consider how the Committee might engage with contractors, as well as with LPCs.
- 1.9 PSNC's LPC and Contractor Support subcommittee will consider LPC engagement post-RSG in more detail in due course.

**Action 1: The office will consider what further communications could be issued to contractors on key topics (depending on capacity).**

**Action 2: Livestreaming of meetings, PSNC events and a contractor survey will be considered later this year (or early in 2023) as part of the TAPR programme, once communications resource for that programme is in place.**

## Item 2 - RSG – Strategic influencing

- 2.1 PSNC is looking to improve its influencing capacity with key policymakers and Ministers ahead of the negotiations on the CPCF for beyond April 2024. This requires the production of a revamped influencing strategy on which external expert advice is being sought. We will also need to make sure we are framing our external messages in the best way possible, with a likely focus on patients.
- 2.2 PSNC's influencing work will be closely linked to the new vision for the sector but as time ahead of the next negotiations is short, we must be influencing at the same time as the vision is developed. It should be possible to conduct wide ranging influencing work before the future vision for the sector has been fully agreed.
- 2.3 Janet Morrison noted that the level of future engagement work that PSNC can do, including with LPCs, is dependent on sufficient funding being allocated to this work.
- 2.4 Zoe Long noted that the body of influencing work will help the new vision for the sector land when published.
- 2.5 Subcommittee members agreed that the influencing strategy will need to have an aim to help us overcome the funding block in HM Treasury and the NHS, and that in developing our vision we should look to other nations for case studies and best practice.
- 2.6 The subcommittee agreed with the objectives and key themes as set out in the influencing paper and noted that PSNC should seek a steer from the NHS about what it wants from the sector to help set the direction of its future influencing work.
- 2.7 The subcommittee felt that PSNC must consider local engagement and have a collaborative/partnership relationship with LPCs to support them to engage with their systems. For example, PSNC should produce guidance for LPCs about how to engage with their ICBs and help them to build relationships with the key stakeholders within their system.
- 2.8 PSNC should also help LPCs to chart the key risks posed by the ICS transition. For example, if GPs want to move on from their contract and negotiate locally with ICS, pharmacy must be a part of

that conversation; and reductions in Period of Treatment may be a risk – we should know the risks and be able to support LPCs with tackling them.

**Action 3: The office will appoint an agency to help develop the influencing strategy – the aim is to have an agency in place by the end of September.**

**Action 4: Support for local engagement will be further considered by the office, by LCS and by the PSNC-LPC ICS working group.**

### Item 3 – Community Pharmacy England rebranding

3.1 The PSNC rebrand project has already been budgeted for.

3.2 The decision to rebrand PSNC largely concerns increasing PSNC's brand recognition and influencing capacity and elevating the community pharmacy brand generally. PSNC is currently looking to secure an agency to lead on the rebrand project.

3.3 Zoe Long asked if PSNC should also consider the provision of rebranded templates for LPCs and there were no objections to this.

3.4 Subcommittee members noted that if we are starting to influence now, then we needed to start talking about CPE as soon as possible. It was suggested that the PSNC and CPE names could for a time exist concurrently, rather than just switching at a predefined date from PSNC to CPE.

3.5 Several web addresses have already been registered ready for the transition to CPE.

**Action 5: The office will appoint an agency to take forward the rebranding work – the aim is to have an agency in place by the end of October.**

**Action 6: The office will mention the transition to CPE in any conversations with external stakeholders and also consider wording to flag the upcoming change in our written materials.**

### Item 4 – Pharmacy communications and media work

4.1 The subcommittee noted the paper in the agenda.

4.2 PSNC published the results of the 2022 Pharmacy Advice Audit and secured some media coverage on this in the Telegraph.

4.3 The new PSNC website has launched and all of the LPCs using the LPC templates have now moved to their new websites. PSNC continues to support LPCs with maintaining their new websites.

4.4 PSNC's Communications Team has begun work to produce the 2021/22 Annual Report.

### Item 5 – Parliamentary engagement and public affairs

5.1 The subcommittee noted the paper in the agenda.

5.2 MPs from across the political spectrum called for increased funding for community pharmacy in a Westminster Hall debate held on 21st June, on the future of community pharmacies.

5.3 PSNC also jointly hosted a Future of Pharmacy event in Westminster on Tuesday 5th July. 53 MPs attended the event.

5.4 George Foote will be attending the Conservative and Labour Party Conferences later this year. PSNC is not hosting an event at the Party Conferences this year.

Item 6 - Any other business

- 6.1 Access to data concerning temporary pharmacy closures was discussed. The complexities involved with interpreting this data were noted, but this could be useful for us to have.