

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Friday 10th June 2022**

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

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

In Attendance: Peter Cattee, Mike Dent, Samantha Fisher, Jamie Gilliam, Jas Heer, Sue Killen, Zoe Long, Melinda Mabbutt, Has Modi, Indrajit Patel, Adrian Price, James Wood

Apologies: Apologies were received from George Foote, Clare Kerr, Sunil Kochhar Jay Patel and Prakash Patel

Conflicts of interest: None received.

Minutes of the last meeting: The minutes of the meeting held on 29th April 2022 were approved by the subcommittee.

Matters arising: There were no matters arising. Updates on outstanding actions from February and on all actions from April were given as follows.

February

Action 1: PSNC will pick this up, with roundtables to be considered as part of the wider influencing strategy.

Action 2: Planning for the hypertension event in Parliament has begun.

April

Action 1: Vision, influencing and wider strategy were covered at the May PSNC meeting and this will be picked up in more detail at the upcoming July meeting.

Action 2: Further information was shared with the APPG Secretariat by George Foote.

Action 3: The former PSNC website is about to be archived, and Melinda Mabbutt is in the process of setting up wash-up sessions for the project.

Action 4: Zoe Long reported that due to an error by our designer/website builder we don't have the full stats for the annual report website, but we can see that our flipbook (which is how some people might have read the report) has had 3,000 impressions; that the animations have been viewed over 1,000 times; and stories about the annual report on the newsletter had more than 10,000 click throughs. Planning for the 2021/22 annual report is ongoing.

Action 5: A letter was sent by Zoe Long and James Wood to Claire Fuller, and Claire has been in touch to acknowledge receipt and thank PSNC for the input.

Action 6: A briefing on funding and the challenges has been sent to target MPs as outlined in Appendix 05/06/2022.

Item 1 - CPCF Year 4 – Communicating to the sector

- 1.1 Zoe Long introduced the paper highlighting that it is important that PSNC tries to strike the right tone when communicating the outcomes of the Year 4 and 5 CPCF negotiations to the sector.
- 1.2 TK stated that PSNC's communications must make clear that the deal agreed is the best that could be achieved in negotiations with the Department of Health and Social Care (DHSC) and the NHS, though this is still not ideal. We must recognise how difficult and intensive the negotiations were.
- 1.3 The Year 4 deal is still awaiting approval from Treasury. Once the deal has been approved and announced, PSNC will write to the Minister to express the sector's challenges and to seek discussions on what the sector can do to help Government in the future.
- 1.4 We may need to say explicitly that the choice PSNC faced was between accepting this deal, or rejecting it and facing an imposition without write-off of the £100m margin.
- 1.5 The announcement of the Year 4 and 5 CPCF deal should form part of an overarching narrative linked with the RSG process and the changes proposed to ensure better negotiations in future.
- 1.6 The subcommittee considered which channels to use to communicate the deal to contractors, with a suggestion that NHSmail emails could be used, and for PSNC's CEO to issue a verbal/video update alongside all the written communications.

Action1: Office to continue drafting and planning the Year 4/5 communications.

Item 2 - RSG – PSNC positioning after the vote

- 1.1 Zoe Long introduced the paper, acknowledging that the result of the vote on the RSG proposals will significantly influence PSNC's response.
- 1.2 A broad discussion was had about how PSNC should position itself in the event of a yes vote on the RSG proposals, with the following points made:
 - PSNC needs to emphasise in its response that the changes to PSNC and the LPCs will not be made overnight.
 - The fact PSNC will not receive all of the additional funding until 2024/25 will constrain PSNC's ability to deliver on all of the changes immediately.
 - PSNC needs to set out to the sector the changes that will be made at PSNC, including information on how it will spend the additional funding.
 - PSNC should provide guidance for LPCs about their elections process – we should reassure LPCs on this point in our initial communications.
 - A timeline of the changes to PSNC and the LPCs is needed to show contractors what the changes will be and when these will happen.
 - The communications need to go beyond the money, as the proposals are about so much more than that.
- 1.3 A similar discussion was had about how PSNC should position itself in the event of a no vote on the RSG proposals, with the following points made:

- The sector will want an immediate steer on what will happen next.
- PSNC's communications must be clear that in the event of a no vote, the RSG has no further funding to take forward discussions.
- If the proposals are rejected, the sector needs to work out why (i.e. did the proposals not go far enough/too far).
- PSNC must consider how it will still address the issues in the Wright Review – what is it going to do, and when?
- PSNC's communications must also state that LPCs also still need to address the governance issues addressed in the Wright Review.

2.4 If any of the thresholds for participation in the vote are not met, the RSG is likely to provide a steer or some commentary about what it believes should or could happen next. The RSG will be meeting on Monday 20th June to discuss this.

2.5 The comms channels used to announce the vote will be similar to those that the RSG has been using throughout the process with an announcement on the website, and an email newsletter to be sent. Likewise, PSNC will use its regular communications channels (website, social media and newsletters) to issue its response to the vote result.

Action 2: Office will draft responses from PSNC to be published in the event of a yes or a no vote.

Item 3 - Pharmacy communications and media work

3.1 Melinda Mabbutt introduced the paper, highlighting that PSNC recently secured significant media coverage concerning medicines supply issues and the pressures on the sector.

3.2 The old PSNC website will be archived very shortly, with PSNC's Communications Team currently working through some final technical checks to the new website.

Item 4 - Parliamentary engagement and public affairs

4.1 Zoe Long introduced the paper, highlighting that Janet Morrison recently attended a roundtable event hosted by LloydsPharmacy which the Shadow Minister, Feryal Clark, also attended.

4.2 George Foote is working with Peter Dowd MP as Peter tries to secure a debate in Parliament on the pressures facing the sector. This would be a good opportunity to re-engage with pharmacy supporters and to air some of our concerns in Parliament.

4.3 A drop-in parliamentary event is planned for July 5th, supported by the APPG Secretariat. This event will focus on what pharmacy can do to help clear the backlog in care caused by the pandemic, as well as the obstacles and current pressures facing the sector. The details of this event will be shared with LPCs in due course.

Item 5 - Any other business

5.1 The recent media coverage about the growing abuse of community pharmacy teams was noted and the group discussed what could be done to connect LPCs and PSNC on issues such as this. Fin suggested that, if resource allowed, PSNC could help LPCs to ask for local funding to support security, and template letters to MPs could be provided.